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**PRINTERS**



A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK

VOL. XXXVI. NEW YORK, AUGUST 28, 1901.

No. 9.

# A LARGE FOLLOWING



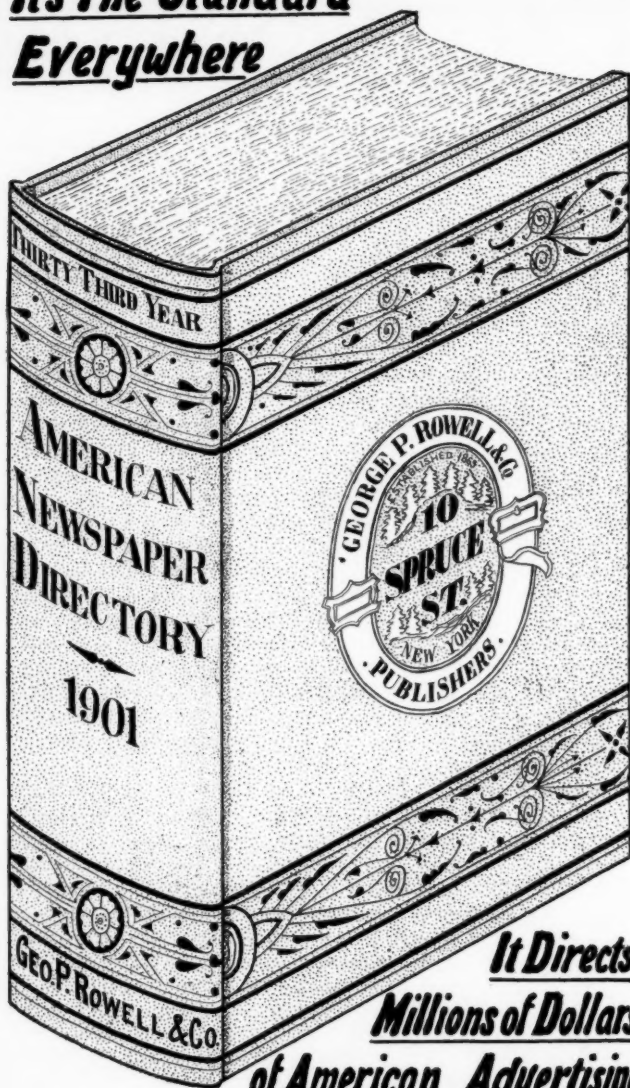
## The Philadelphia Record

is said to carry more specified  
number of lines every day for  
department stores than any other paper  
in the United States.--Profitable Advertising.

Rate, Daily 25c. a line. Rate, Sunday 20c. a line.

**SUNDAY CIRCULATION IS STEADILY  
CREEPING TO THE 170,000 MARK.  
WATCH IT GROW.**    ♡   ♡   ♡   ♡   ♡

**It's The Standard**  
**Everywhere**



**It Directs**  
**Millions of Dollars**  
**of American Advertising**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXVI.

NEW YORK, AUGUST 28, 1901.

NO. 9.

## THE PHILOSOPHY AND TECHNIQUE OF ADWRIT- ING.\*

### V.—THE PERSONAL PRONOUN AND REMODELING.

At some period in his career the student is bound to run foul of a fallacy that seizes all adwriters at one time or another. It may beset him before he finishes with the argumentative portion of his training, or it may make him victim later on. It comes mainly of over-confidence, and he will live through a series of from twenty-five to fifty ads before he is cured. This is the Fallacy of the Personal Pronoun, and it is generally ushered in after the student has learned that a certain New York gentleman named Charles Austin Bates is likewise in the adwriting craft. The Personal Pronoun style of writing is seemingly the easiest form of composition extant. When he first attempts it the directness of the method makes his story gush forth with magic ease and rapidity. As a matter of fact the product is generally all "gush." In the very directness of this method lies both its strength and its weakness. The capital "I" is a giant's tool, requiring long training for its proper wielding. By a writer of skill it can be made to manoeuvre with wondrous ease and accuracy, and its force is a force that can drive phrases into a reader's brain past all forgetting. There is a "tone quality" to good writing, and the capital "I" is the trombone in the word orchestra. Kipling's use of it makes his every sentence brazen, while Mr. Howells' writing tone is the resonant voice of an orator. And few people fail to hear and comprehend what Mr. Bates has to say. Behind these men, however, are distinct personalities.

The capital "I" voices are simply their modes of expression, evolved after long experience. Until the student is as sure of himself as they, he would better speak in less positive tones. In clumsy fingers the Personal Pronoun gives but a semblance of individuality, making one's story flippant and hollow, destroying effects by misplaced emphasis, and thrusting into undue prominence an egotism that is repellent and garrish. Until it can be handled ably it would better be left to the circus barker and the street fakir. There can be no aping of individuality, nor is the quality effective of itself without pen-craft. A weak parody fairly shrieks for the derision of cool-headed readers.

Remodeling is the final branch which the student must take up in order to give his advertising stories finish. A group of sentences is as plastic as clay. Every story has a commencement, a middle and an end, therefore sequence must be sought diligently. Sometimes the first phrase—the catch-line—will insist upon burying itself in the body of the ad. Altering and reshaping—putting the last sentence first and vice versa—is a fruitful sort of experimenting. Patient tinkering pays large dividends on the investment of time. After a certain amount of it has been done the sentences group themselves naturally and logically.

Here is a sentence cut from the "literary" department of an old *Munsey* that shows the evil of hasty, slipshod construction:

"A balcony which is wide enough to hold a writing table, where Mr. James does much of his work in the early morning, and the cage of a screaming parrot."

The veriest bungler could have improved this jumble by a little thoughtful analysis of the parts of the sentence:

"Mr. James does much of his work in the early morning upon a balcony

\*Concluded from PRINTERS' INK of August 4th and August 21st.

which is wide enough to hold a writing table and the cage of a screaming parrot.

A very effective way of remodeling is to write the story in full, then attack it with blue pencil. Useless words can be cut out at a glance, and the story may then be divided into phrase periods. Sometimes a stronger catch-line will start out of the body of the ad:

Do you want a good farm? Then here is an opportunity you won't run across again—this farm is located within five minutes' walk from the Point trolley line—sixty acres of choice land and house, barns, etc.—it's a fine tobacco farm—the land well adapted for raising this valuable crop—it has 45 Jersey cows—3 horses—160 fowls—there is a great variety of tools—the buildings are in good condition—you won't get another such chance soon—\$6,000, half down.

"Here is an opportunity," "You won't run across it again," "A fine tobacco farm," "Sixty acres of choice land"—any of these phrases would have made good catch-lines, though in this particular ad the catch-line is all that could be desired. It is merely quoted as an example.

When a story is broken up in this fashion, shorter ways of telling it often suggest themselves, especially if it be a long one. Almost invariably a neater arrangement of the first writing can be made. A third writing often improves it further, but is better done after the ad has been laid aside long enough for it to pass out of the mind. The instant nature of adwriting, however, makes too thorough remodeling impossible in many cases.

Much capital is also to be made by giving new turns to old, dead advertising phrases. There are so many hackneyed formulas for saying certain advertising things that the writer must be continually upon his guard. It is best to scan a sentence closely in the light of its meaning before setting it down. Readers have become thoroughly used to phrases such as "Need only be worn to be appreciated," "Send for sample and circulars," and the like. These phrases convey no vivid idea whatever. They are cut-and-dried formulas. More forceful and fresher statements of the same facts bring better results.

"We have cushioned 25,000 churches—send for our booklet," puts a new meaning into the very same phrase. It may not be a wide variation, but it certainly conveys more to the person who sees it. Small details like these, handled ably and originally, make certain ads stand out in every periodical.

#### VI.—BOOKS AND OUTSIDE HELPS.

While a good advertising story needs but little display, that modicum must be of the best character. Headlines and border furnish plenty of black relief for almost any story, and the average "expert" seldom uses other ingredients for his striking effects, barring illustrations. Considerable training in the values of type faces is necessary before they can be wielded ably, however, and the student will need a special instructor for this part of his education. Such an instructor is to be found in every town in the United States—its best printer. Many adwriters ignore the printer's right to an opinion in type arrangement and display, blindly setting up their own laws. The man who is constantly preparing advertising stories, however, must depend largely upon outside opinions for new ideas and conceits. Customers, clerks and even rivals can be laid under contribution in many ways. Nothing of even trivial value should be disregarded. The student can profit greatly by the knowledge of a master-printer. He has been studying black and white problems much longer than any one outside of his craft could afford to do. Given latitude in setting up advertising stories, he will generally do his best to give them typographical finish, teaching the student many useful notions in the bargain.

Books and the work of other advertisers must also be used intelligently. About ninety-eight per cent of every mortal's knowledge comes from outside sources—books, papers, conversation with other mortals and so on. Frequently the man who has never been in England knows more about London than the fellow who

"goes across" twice each year. Upon this principle the student will owe the better part of his education to study of the successes and failures of others. There are several books upon the subject of writing which he will do well to read—will enjoy reading after he has arrived at some proficiency in the art. There is an exceptionally helpful one called "Talks on Writing English," for example. It was written by Mr. Arlo Bates, a Boston college professor and a man as good in his specialty as his adwriting namesake. His book is a series of ten or twelve lectures, sensibly written and almost as entertaining as a novel to one who is interested in the subject. It treats of the practical side of writing in general, and was gotten up to help the young folks who intend writing novels, essays and short stories. Incidentally it is a good treatise for the adwriter, for a thorough study of novel-writing will not be amiss to him, and it contains many basic principles of the craft. Alfred Ayres' little book called "The Verbalist" is also a useful tool. It deals principally with the misuse of certain words, and, while not so helpful as Mr. Bates' lectures, is an excellent volume to have at hand. A small dictionary—Stormonth's is the writer's preference—will soon get to be an indispensable tool, while a book of synonyms—Roget's "Thesaurus of English Words and Phrases"—often supplies a much-needed word. Bartlett's "Familiar Quotations" and Funk & Wagnalls' "Cyclopedia of Practical Quotations" are other desk helps. On the days when the adwriter is hard pressed for ideas he will frequently be able to open these at random, select a line from Swift or Carlyle or the Lamentations of Jeremiah, keying his ad to it. It is just the impetus that he fails to find within himself. Any single one of Shakespeare's plays contains a thousand catchlines for the man who knows how to use them.

The newspaper ad is by no means the only form of advertising story that one is called upon

to write in the general run of business, but it is the model upon which all others hinge. In a booklet the writer has wider space and is able to say things at greater length, yet the booklet is simply a longer newspaper ad. The illustrations can be of better quality and greater number, the text can go into details in a more satisfactory way, and the larger leisure with which it can be compiled will give it finish and completeness; but the title printed on the cover is merely another newspaper catch-phrase, and the body of the story must take the form of newspaper argument.

The ad—whatever its shape—is a small shop where part of one's stock is displayed. If this fraction happens to be a fall overcoat, a pair of tan shoes and a derby hat, the adwriter must display them in the window of his tiny ad-shop so that prospective purchasers may see them—set them before people so vividly that they may finger the cloth in the coat, satisfy themselves that the shoes are well sewed, and read the trademark in the lining of the headgear. If this is ably done it will bring them into the store.

Last, the main truth of advertising is a truth that applies to every littlest phase of human life—that at no time will the student have arrived at a point where he can afford to ignore suggestions from the outside. Advertising stories are continually growing better. Brighter men are bringing real talent to the art every year, raising the standard of excellence. In the very nature of things none of them can hide their lights under peck measures. Just as soon as a spark of genius appears and begins to write ads he is gobbled up by a national advertiser. Then his work is sown broadcast in the leading periodicals, open for the study of every humblest scribbler who knows enough to profit by it. The absolute copying of his ideas is plagiarism, but the legitimate emulation of his methods is another. The man who wishes to keep up with the procession will spend many an hour looking through the back section of maga-

zines, forming estimates and making principles of his own. His brain will become a laboratory, receiving all suggestions, good or bad, putting them through a chemical process and precipitating methods for his own use. The boy who sweeps out the store may burst into catch-lines at any moment, while the young woman who wraps bundles and chews gum may let out feminine secrets that will enable the student to attack her whole sex. The adwriter studies at an alma mater which never issues any degrees, for none of her students ever graduate.

JAS. H. COLLINS.

#### PUBLISHER VS. HYPNOTIST.

Judge Thomas E. White handed down an interesting decision in the case of Warren F. Kellogg against the Vernon Academy of Mental Science and the Vernon Sanatorium, in which the court held that the defendant institutions were liable for the value of certain advertising furnished them by the defendant. Judgment for the plaintiff is directed, and amounts, with court costs, to \$38.80.

Mr. Kellogg resides in Boston, and is the proprietor and publisher of the *New England Magazine*. Professor Vernon used the pages of his school for the advertisement of his school in this city, the contract price of the advertising being \$11.25 per month. Mr. Kellogg sent the defendant a bill of \$45 for advertising that appeared in the magazine during the months of March, April, May and June of the present year. Professor Vernon contested the payment of the bill, on the ground that the advertising had been rendered worthless to him by the failure of the magazine management to insert the letters "N. Y." after the word "Rochester" in the advertisement, as there are many communities in the United States of the same name.

The plaintiff claimed that the professor had received copies of the magazine during the four months mentioned, in which the letters were absent from the advertisement, but did not notify the periodical management of the omission until he had received his bill. It was set up also, to offset the omission, that the advertisement had been printed on a page which contained advertisements of various industries of this city, and it was further claimed that the printers had followed the copy received from the professor in setting up the advertisement in question.—*Rochester (N. Y.) Chronicle*.

#### LIARS MUST HAVE GOOD MEMORIES.

If you happen to state—and you'd better not—that you "never carry anything over," then don't forget a week or so later and say, "We are offering a few exceptional bargains in last year's novelty goods."—*Bates*.

#### A REMARKABLE SYNDICATE.

"There was an underwriting syndicate organized very suddenly in February, 1895, which in many respects was remarkable for the purposes it pledged itself to carry out and for the national influences which it exerted. The Secretary of the Treasury, Mr. Carlisle, had been unable to maintain the treasury's stock of gold. He saw that unless something were done on the instant we should be brought to the silver basis in spite of the most earnest attempts of the administration to protect its gold. Mr. Carlisle had already sold to New York bankers Government bonds for which he had received large amounts of gold, but this gold was almost instantly withdrawn from the treasury. A consultation between the Secretary of the Treasury and Mr. Pierpont Morgan, resulted in a contract in which the Government pledged itself to sell four per cent bonds at a premium of 104.49 for which it was to receive 3,500,000 ounces of gold coin worth in dollars \$62,315,400. Mr. Morgan on his part and for a syndicate which he hastily organized, in which Mr. August Belmont was prominently associated, agreed to pay to the Government this 3,500,000 ounces of gold coin for these four per cent bonds. Mr. Morgan furthermore agreed to prevent the export of gold for a period of six months. In other words, he pledged himself so to manage foreign exchange that the gold paid into the treasury for these bonds could be kept there.

"The general impression in financial circles now is that by reason of the heavy expenses entailed upon the Syndicate in their efforts to prevent the exportation of gold, there was actually little profit in this transaction. The difference between the price at which the Syndicate received the bonds from the government and the price at which these bonds were marketed, probably did little more than cover the cost of providing exchange at a loss so as to prevent the exportation of gold. The service of this Syndicate to the government and to the people was of almost inconceivable value. It was worth to the United States far more than any possible gain that Mr. Carlisle might have made had he sold the four per cent bonds for the higher premium at which the Syndicate marketed them."—*E. J. Edwards, in the World's Work for September, 1901.*

#### COMPARISONS.

When the chief inspector of the postoffice department admits that complaints have been received during the year concerning 52,306 letters, of which 41,056 held inclosures, and also concerning 47,940 packages, the figures are large enough to make the reader feel that there are risks in the mails, though he himself has never suffered a loss. But figures that appear absolutely large often dwindle and shrivel when they are subjected to a comparison, and that is true in this instance. For the government which received the complaints handles every year some 8,000,000,000 pieces of postal matter.—*Record-Herald, Chicago, Ill.*



## A Man Bought 50 Lines the Other Day

In The Ladies' Home Journal, and  
used the space for one advertisement.

"\$300," he said to an advertising  
friend.

"Madness," said the friend.

The magazine came out. It brought  
the man \$1680 in actual money  
returns.

Both men are regular customers  
now.

THE CURTIS PUBLISHING COMPANY  
PHILADELPHIA

## DUPLICATING CIRCULATIONS.

Sometimes we read solemn warnings against "duplicating" circulations. The writers of these articles profess to believe that it is wasting money to reach the same people through two or more mediums; that if you cover a neighborhood or a class of people with one publication, you needlessly squander your appropriation when you try to reach the same place or people by means of other publications or other methods. The absurdity of this theory must be apparent upon reflection. It would be just as sensible to argue in favor of a one-time advertisement. If you repeat the ad in the same paper you duplicate the circulation, don't you? And every succeeding time that your ad is inserted in that paper you are duplicating circulation, and wasting money, according to the theorists. A friend may tell you an item of social news, and after he has left you, you forget both him and the news. You meet another friend who tells you the same thing, and a third who repeats the information, and unconsciously your mind becomes filled with it. It is the persistency of hearing it, not from one man but from several, that makes the lasting impression. It is so also with advertising. You pick up a paper or a magazine that contains a new advertisement, and your eyes just glance over it. The same day you read another newspaper or magazine and see the same advertisement, which you look at again. A third or fourth or fifth time you see it, in as many different publications, until it becomes familiar to you and you realize at once that, whatever the merits of the article advertised, it is being zealously pushed and wide publicity given to it. That fact alone stands in its favor. It indicates that the proprietor of the goods has faith in them, or he wouldn't spend a lot of money advertising them. Does the "duplication" of circulation appear a waste of money to you? Not if you are of a thinking and observant nature. You know that it is

not so much the attractiveness of the ad as the fact of having met with it everywhere that forced itself upon your attention. It was like a dozen voices calling to you at once. It looked at you from the pages of every publication you pick up. It burned itself into your memory by reason of its pertinacity. It could not be avoided; wherever you went or whatever newspaper or magazine you picked up to read, there was that ad. Duplication of circulation is accentuation of effect. The more times a person sees an ad, and the more places he sees it, the more is he impressed by it. The shrewdest advertisers in the country "duplicate" circulations and do it for a purpose. That purpose is to sell more goods by more thoroughly interesting the readers of advertisements.—*Fame.*

## FOREIGN ADVERTISING.

In regard to foreign advertising, a correspondent to the *New York Times* writes:

It seems to me that American manufacturers should advertise in publications printed in the country wherein they wish to sell. But not a single one, so far as I can see, has availed himself of this medium of publicity. We are all after publicity—if of the right sort—and the chances of selling a stove or a watch or a can of condensed milk in China would be greater if the same were advertised in native publications than they would if the announcement were placed in an export paper published in America.

Let the American manufacturer use at least one full page in a few good publications, have some good illustrations, change the same as often as possible, and print the descriptive matter in whatever language or dialect may be necessary. We sent to India only a thousand or so dollars' worth of small agricultural implements last year, and I suppose that most of the plowing is done there with a stick partly because an American plow has never been advertised. Possibly it would not pay to talk to the "teeming millions," but I sincerely believe enough of them would be able to buy to make it interesting. I would like to have other expressions of opinion regarding this matter.

## TWO ASSERTIONS.

An experienced advertiser affirms that there is not a worthy article at a reasonable price which can not be sold by the right kind of advertising in the newspapers. He might have added that no article (no matter how worthy and reasonable the price) can ever reach its largest possible sale without a great deal of intelligent advertising in the newspapers.—*Roanoke (Va.) World.*



You  
Can not Reach  
Readers of

The Sun

Through  
Any other Daily  
Publication.

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Address  
THE SUN, NEW YORK.

## LONDON RETAILERS.

The retail merchants of London have been trying for years to break down the barriers of conservatism that hedge in the advertising columns of the daily newspapers of that city. Stimulated by the phenomenal successes achieved by American merchants through newspaper advertising, the merchants of the English metropolis have renewed their clamor for more striking typographic displays and for more modern, progressive methods of reaching the consumers. The claim is made that under the archaic rules governing the kind of type that shall be used the advertising space that is purchased by the merchants is not productive of results. Notwithstanding these demands the publishers refuse to lend their columns to any innovations that savor of American methods.

There is little doubt, however, that the London newspapers must yield ultimately to the forces of business progress and enterprise. American ideas are certain to invade the advertising columns of these papers as they have invaded nearly every other department of business activity and endeavor. Instead of diminishing, the pressure upon these columns will constantly increase until the ancient barriers are finally broken down.

No matter how high the standards of journalism that control the policy of the London newspapers, the sale of advertising space cannot be regarded as anything other than a commercial transaction. If this space is offered for sale the type that is used in it should be at least large enough to make it a profitable investment for the merchant who buys it. This seems like a very simple business proposition to Americans.

Aside from the purely commercial aspects of the transaction, however, the development of the art of advertising in this country has reached such a point that it may be justly regarded as an interesting and artistic feature of journalism. It supplies information that is eagerly sought by the public. Indeed, it is very doubtful

if an American daily newspaper which refused to carry a line of advertising could secure a hold upon the reading public. The manifest absence of the commercial life and spirit from its columns, which always delight the American eye, would make it "a dead one."—*Chicago Herald.*

## NEW HOME FOR THE BUTTERICK PUBLISHING CO.

J. N. Kalley & Son have consummated a real estate transaction of unusual significance. They have sold for the Corporation of Trinity Church to the Butterick Publishing Company, Ltd., a plot on the northwest corner of McDougal and Spring streets, with an L extending to Vandam street, containing the area of nearly eight lots, at a price of about \$200,000. This is the first piece of property sold by the Trinity Corporation for seven years.

The Butterick Company selected this site from among many that were offered, as it has several important advantages for their purpose. The ground is a fine sand and rock foundation, and the surface is some twenty odd feet above the tide level, admitting of a very deep basement. Excellent light is on all sides, and none of the three streets on which the property faces is obstructed by car tracks. The place is readily accessible from all sections of the city and suburbs. It is also within short distance of all the largest freight and shipping points.

The Butterick Company intend to erect a fireproof building of from twelve to fourteen stories on this site—an ornament to the locality—in which to concentrate its immense business, now scattered in this city, Brooklyn and New Jersey. They employ over three thousand persons in their various departments, and the advent of so many workers in the district should mean a greatly increased business activity in what has heretofore been a somewhat inactive quarter.

In selling this land to the Butterick Company, the Trinity Church Corporation departed from its time-honored policy, in order to secure such a desirable neighbor and such a considerable improvement in the neighborhood.

## APOTHEGMS.

Tennyson could take a worthless sheet of paper, write a poem on it and make it worth \$65,000.

That's genius.

Vanderbilt could write a few words on a slip of paper, and make it worth \$5,000,000.

That's capital.

A mechanic can take material worth \$5 and make it worth \$1,000.

That's skill.

The writer could draw a check for \$50,000 but it would not be worth ten cents.

That's "rough."

Beard Brothers, 1410 Douglas street, can at small expense paper your residence and make it fit for a king.

That's "business."—*Omaha Mercury.*

# Just Plain Words and Facts Like This.



## Kansas City Oat Meal & Cereal Co.

OAT MEAL,  
ROLLED OATS,  
BUCK WHEAT FLOUR,  
RYE FLOUR,  
GRAHAM FLOUR,  
FARINA.

FEED.  
ETC.

CREAM MEAL,  
CORN MEAL,  
BREWERS MEAL,  
CRACKED WHEAT,  
PEARL BARLEY.

67th & SANTA FE  
STREETS.

*Kansas City, Mo.* Aug. 6, 1901.

Kansas City Journal,

Kansas City,

Mo.

Gentlemen:-

We have advertised more in the Kansas City Journal than in any other newspaper, and we have been more than pleased with the result. We give the Journal credit for the largest proportion of the phenomenal increase in the sale of our Atlas Oats during the past year.

Yours truly,

KANSAS CITY OAT MEAL & CEREAL CO.,

*W. F. Hyman* Pres.

## The Kansas City Journal

sticks out all over Missouri, Kansas, Oklahoma and the Growing Southwest like a bump on a log.

GUARANTEED CIRCULATION:

**Daily and Sunday, 52,000. Weekly, over 125,000**

PUBLISHERS' DIRECT REPRESENTATIVES:

**THE J. E. VAN DOREN SPECIAL AGENCY,**

NEW YORK OFFICES:

407-9-10-11 Temple Court.

CHICAGO OFFICES:

1104-5 Boyce Building.

### VERY DOUBTFUL.

Foreign manufacturers—a number of them in England, more particularly—are reported to be considering the advisability of invading America for the purpose of creating a foreign demand and building up their trade and factories to larger proportions.

Advertising is to play an important role in this movement, should it be taken up and prosecuted with the vigor that is promised.

America offers a wide and almost illimitable field in which English advertisers may operate successfully and profitably.

While it may not be desirable for Americans to encourage foreign competition, it is nevertheless a fact that a large proportion of the American purchasing public favors foreign rather than domestic productions in many lines. The very fact that an article is of foreign production has great weight with many Americans.

Many foreign concerns have built up an extensive trade on this side of the Atlantic by a judicious policy of advertising. As is often asserted, what has been done in the past may be accomplished by others in the future.

Foreigners who desire to conduct a business and advertising campaign in the United States will profit by placing their advertising through a responsible American agency. This for the reason that there are many kinks in the business of placing advertising in this country which can only be learned by a foreign advertising agency after much experience. The more prominent of the local agencies are in a position to give much better service and save the foreign advertiser much money.

It is advisable for foreign concerns desiring to invade America to place a personal representative in this country anyway—temporarily if not permanently. Where transportation charges would prove prohibitive, a factory might be installed in this country.

An English writer, referring to the lack of enterprise upon the part of his countrymen in permitting America to wrest from Eng-

land its commercial laurels, remarks that "it is undoubtedly due to lack of enterprise that general development of British trade is hindered to such an alarming extent at the present time. A large percentage of American advertisers have the courage to increase their revenue by creating foreign business—why do not British advertisers do the same? Why are they behind? Our specialties are as good as those of Americans.

"Glance through the American newspapers, and out of every hundred you will not find five containing advertisements of English firms. Then look through the English publications, and you will not find five in a hundred that do not contain advertisements of American firms. This illustrates the extent to which Americans appreciate the advantages to be gained by enlarging their field.

"We were masters of the commercial world until 1808, when the United States wrested that position from us by over twenty millions. This remarkable feat was no doubt entirely due to their enterprise. The business acumen of the Briton is just as acute now as ever it was, and it would seem almost incredible to the average business man that one of the chief reasons of this retrograde movement was lack of enterprise on the part of Great Britain."

As related above, the American manufacturer has been quick to take advantage of the opportunities presented in foreign lands. To accomplish what he has required more than money—it necessitated an exhibition of nerve, pluck and staying qualities, as well as a thorough belief in the efficacy of advertising as a business-builder.

What Americans have accomplished in England may be accomplished in America by English advertisers who possess the requisite amount of nerve and money.—*Newspaper and Poster Advertising, London, Eng.*

### WRITING COPY.

Writing copy is by no means the beginning and end of an advertising campaign; it is simply the most spectacular and perhaps the easiest of its various phases.—*Our Wedge.*

# SURE THING.

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GEO. C. NORRIS & CO.,  
REAL ESTATE, MORTGAGES,  
Renting, Fire Insurance.

OFFICES :  
430 Fourth Avenue,  
Pittsburg, Pa.  
1010 Wood Street,  
Wilkinsburg, Pa

PITTSBURG, Pa., July 12, 1901.

PRESS PUBLISHING CO.,  
City.

GENTLEMEN :

We are pleased to state that our returns from the PRESS, which we use more than any other paper (on that account) has increased our business to such an extent that we found it necessary to open an office at 1010 Wood street, First National Bank Building, Wilkinsburg, for the transaction of our business in that district. THE PRESS HAS NEVER ASKED US FOR A TESTIMONIAL, but our returns are so satisfactory that it gives us pleasure to send you this advice.

Yours truly,

GEO. C. NORRIS & CO.

---

C. J. BILLSON,

MANAGER FOREIGN ADVERTISING DEPARTMENT.

NEW YORK OFFICE :  
TRIBUNE BLDG.

CHICAGO OFFICE :  
STOCK EXCHANGE BLDG

## "LEST YOU FORGET."

KANSAS CITY, MO., Aug. 14, 1901.  
 Editor of PRINTERS' INK:

Let you  
 Forget,  
 We Say It Yet:  
 We  
 Don't Want  
 Dady.

Vote the ticket headed S. B. CHITTENDEN.  
 Primary Tuesday, 2 to 9 P. M. Republicans First Ward.

See how the "Uneeda" advertisers  
 are using an old idea:

Let You  
 Forget,  
 We Say It Yet:  
 "Uneeda"  
 Ginger  
 Wayfer.

Taken from PRINTERS' INK of Octo-  
 ber 4, 1899, page 34.

JAMES E. CAMPBELL.

## ADWRITING SCHOOLS.

146 So. Portland Avenue,  
 BROOKLYN, N. Y., Aug. 19, 1901.  
 Editor of PRINTERS' INK:

Would you kindly answer the fol-  
 lowing two questions: (1) Do you con-  
 sider an advertising course, such as the  
 Page-Davis Co. offer, of practical ben-  
 efit to a person intending to be an ad-  
 writer? (2) Will you kindly give me  
 the names of the principal papers de-  
 voted to advertising, outside of PRINT-  
 ERS' INK, which I know is the best?

Thanking you for your courtesy, I  
 am,  
 Very truly,  
 G. T. L.

(1) The Little Schoolmaster thinks  
 a course of instruction in a competent  
 advertising school will be of some ben-  
 efit to scholars who possess natural  
 ability for the adwriting profession. A  
 school may teach and guide—it cannot  
 supply brains, however.

(2) PRINTERS' INK has over one hun-  
 dred imitators—"babies," as they are  
 tenderly called. The following are use-  
 ful and well-behaved infants: *Adver-*  
*tising Experience*, Chicago; *Advisor*,  
*New York*; *Current Advertising*, New  
*York*; *Fame*, New York; *Good Adver-*  
*sing*, New York; *Profitable Adver-*  
*sing*, Boston.

## OF AMERICAN ORIGIN.

LONDON, E. C., Aug. 7, 1901.  
 Editor of PRINTERS' INK:

We inclose copy of the largest watch  
 advertisement that has ever appeared  
 in an English publication. It is a half  
 page in the London *Daily Mail*. As  
 usual, innovations of this kind are of  
 American origin.

Yours respectfully,  
 INGERSOLLS LIMITED,  
 J. A. Queen, Sec'y.

## "DAILY TIMES" REORGANIZED.

CANTON, Ohio, Aug. 13, 1901.  
 Editor of PRINTERS' INK:

The *Daily Times* property at Massil-  
 lon, Ohio, has been reorganized and  
 placed in the hands of the strong local  
 company organized by Mr. J. C. Deid-  
 rick, who is the principal owner of the  
 Canton *News-Democrat* and the East  
 Liverpool (Ohio) *Crisis*. The new  
*Times* organization starts out with very  
 flattering prospects. The president is  
 the Hon. Anthony Howells, Democratic  
 candidate for Lieutenant-Governor;  
 vice-president, Otto E. Young, a promi-  
 nent politician; secretary, M. B. Neff;  
 treasurer, J. C. Deidrick.

H. F. Harris, secretary of the *News-*  
*Democrat Company*, will have general  
 charge of the *Times* property. The cap-  
 ital stock of the company is \$10,000 all  
 paid in, and its prospects for success  
 are flattering. Yours truly,

NEWS-DEMOCRAT PUBLISHING CO.,  
 H. F. Harris, Secretary.

## READY-MADE ADS.

87 St. Anne Street,  
 NEWTOWN, Chester, Aug. 9, 1901.  
 Editor of PRINTERS' INK:

I shall esteem it a favor if you will  
 kindly give me particulars of any books,  
 with cost of same, giving advice, sug-  
 gestions, and a number of well assorted  
 ads, books dealing with adwriting  
 throughout. Your reply per next mail  
 will oblige, Yours faithfully,

CHAS. WM. RUSSELL.

The Little Schoolmaster recommends  
 the following books: *Ready-Made Ads*,  
 published by Geo. P. Rowell & Co., 10  
 Spruce street, New York; price \$1;  
 contains over five hundred examples of  
 ready-made ads. *Short Talks on Ad-*  
*vertising*, by Charles Austin Bates,  
*Vanderbilt Building*, N. Y.; price \$1.  
*One Hundred Shoe Ads*, Geo. R. Sy-  
 fert, 49 South Ninth street, Columbus,  
 O.; price \$2.

## NOT ON HIS CREED.

Don't believe the expertism that in-  
 sists that advertising does not create  
 a demand for your goods. It creates  
 and maintains and prospers such a de-  
 mand. Thousands of men who are  
 making money rapidly out of the de-  
 mand thus created will assure you  
 of the truth of this: that by advertis-  
 ing "ye may move mountains"—  
 of goods that would otherwise ac-  
 cumulate dust on your shelves. It is  
 usually safe to be terse and direct.  
 But much is often gained by being  
 "interestingly digressive." A swift,  
 flashing "aside thought," pat, pointed,  
 well-chosen and brief, has often sold  
 more goods than a column of straight-  
 ahead matter. Make your appeals  
 straight from the shoulder, pertinent,  
 sunshiny. The reading public will read  
 through your announcement and look  
 for more. Advertising failures are  
 often followed by business failures. The  
 question is not whether the advertise-  
 ment pleases in appearance, the ad-  
 vertiser, but whether it pleases would-be  
 customers.—*Publicity*, Hull, England.

A MAN who wants business must es-  
 tablish a reputation which shows he de-  
 serves business.

# Newark Evening News

## 46,000 DAILY

# Newark Sunday News



**The Two Great Papers of New Jersey, Assuring the Advertiser Generous Returns at Little Cost.**

**Publication Office, 215 - 217 Market St., Newark, N. J.**

**SPECIAL ADVERTISING AGENTS:**

R. F. R. HUNTSMAN,	St. Paul Building, 220 Broadway, New York City.
CHAS. J. BILLSON,	Stock Exchange Building, Chicago, Ill.
W. H. DAGGETT,	27 Washington Street, Boston, Mass.
LOUIS M. PORTER,	222 Strand, Outer Temple, W. C., London, Eng.

## NOTES.

*THE People's Popular Monthly*, of Des Moines, Ia., has published a twelve-page booklet for circulation with advertisers. It gives pertinent information about circulation and rates.

W. G. LOFTUS & Co., fine clothiers, 1191 Broadway, New York City, send the Little Schoolmaster a collection of recently published ads which deserve commendation for real excellency.

"MICROTOMES and Accessories" is the subject of a twenty-four page catalogue issued by the Bausch & Lomb Optical Company, Rochester, N. Y. It is 6x9 inches in size and mechanically excellently executed.

THE advertisements of Hardy & Tarbox, retail and prescription druggists, 28 Broadway, Farmington, Maine, are specimens of excellent druggist ads. They are six inches single column and appear in weekly changes of copy in the Farmington (Me.) *Chronicle*.

THE Cape May Steamboat Company, 646 Drexel Building, Philadelphia, has published a handsome 64-page booklet, "A Well-Governed Republic," the contents of which give an interesting account of a trip on the steamer "Republic" to the Capes. The booklet is 5½x7 inches in size, well written and illustrated. The front cover is a picture of the steamer "Republic" plying with flying colors through the waves. The mechanical arrangement of the booklet and the printing are excellent.

A THIRTY-TWO page booklet of the American Soda Fountain Company, 278-288 Congress street, Boston, Mass., describes and illustrates the various kinds of machinery manufactured by that firm. The carbonators, soda water bottling machinery and other supplies are illustrated with good halftones, calling attention to many improvements made. No prices are mentioned. Easy terms and the exchange of old machinery for new may account for that. The booklet is 4½x6 inches in size, mechanically well appointed and is rather effective. It has a pliable cover with ornamental design in black and red. The title is "Bottlers' Machinery."

THE *Morning Journal*, of Lafayette, Ind., sends out to general advertisers a silk-tied bunch of "Answers," which it recently received in reply to an inquiry addressed to local advertisers with a view to ascertain their opinion of the *Journal* as an advertising medium. The answers number thirteen, and are all highly complimentary to the *Journal* and its excellence as a business-producing paper. The mechanical arrangement of the brochure is real pretty. Each page is of a different color tint in paper and ink. The pages are heavy paper, 5¼x6¾ inches in size, perforated and silk-tied. The front page bears in gold the inscription, "Answers, the Story of a Letter."

"TIMEMAKERS and Timekeepers" is the title of a booklet published by the Elgin National Watch Company, of Elgin, Ill. It contains twenty-eight pages, 5x6½ inches, and the contents treat

interestingly on the development of fast locomotives and accurate railroad watches. The manufacture and high excellence of Elgin railroad watches is convincingly described. In mechanical make-up the brochure is a real beauty. Heavy paper, excellent print in olive ink with many vignette halftones in delicate brown are some of the pleasing features. The cover is dull gray with a picture of a train in motion. The latter is surrounded by an Elgin watch and chain in embossed gilt.

A HANDSOME thirty-two-page brochure published by the Michigan Stove Company, of Detroit, conveys a good idea of the magnitude of that concern. It is a kind of biography of the origin and development of a great industry. The book is 8x9 inches in size, fully describes the process of making stoves and the marketing of the products. Every page is illustrated with a handsome tinted halftone showing some part of the offices or factory or warehouses. The mechanical execution of the book, the arrangements of illustrations, types and the printing are perfect. There are three impressions to the page. The cover is in blue, white, red and silver. It was printed by the Mathews-Northrup Company at Buffalo.

"THE Burlington's Number One, the fast express train running daily between Chicago and Denver, by P. S. Eustis, general passenger agent of the Chicago, Burlington & Quincy Railroad, Chicago," is a booklet which contains twenty-four pages, 6¼x8 inches in size. Seven full page drawings by T. K. Hanna, Jr., which were made by this artist from sketches taken on the train, illustrate the beauties and advantages of the cars. Opposite the full page drawings are short paragraphs descriptive of the illustrations, also diagrams of the car at the bottom of the page. A map and other information make the booklet valuable. The mechanical execution is one of rich elegance. The front cover is a symbolic wash-drawing in colors.

M. H. GOODALE & Co., proprietors of the Palace Pharmacy, Battle Creek, Mich., boom local trade with a rather smart booklet entitled, "This Straw Shows Where the Soda Goes." It is 4x6 inches in size and contains sixteen pages of sensible talk and information to the local public, telling about the personnel of the store, the store itself, prescriptions, surgeons' supplies and other matters of interest. The center page is a halftone of the window display of the Palace Pharmacy. Every booklet contains a check bearing the inscription: "Present this check at Goodale's Palace Pharmacy when buying anything at the fountain and it will be accepted as cash in payment for another order costing the same amount." The cover of the booklet is in blue, black and white, with open oval center exposing to view the halftone cut of the Palace Pharmacy on the first inside page. And to make good the title of the booklet a broom-straw connects the mouth of a male figure in the left-hand upper corner with a soda mug in the lower right-hand corner.



## THE GERMAN FARMERS.

German farmers are a wonderfully progressive class. Wherever you find a German husbandman you will also find a well regulated farm, substantial buildings, a cosy, often a magnificent home, testifying to its occupants' opulence; the latest farm implements, and in the home, evidences of refinement, showing the appreciation of this class of whatever promotes the comforts of home and the pleasures of life, while from the liege lord of the domicile to the youngest member of the family observers cannot fail, especially on Sunday, to see by their wearing apparel that they do not deny themselves anything that will add to their appearance. The advertiser who reckons without the German farmer leaves out of his sphere of operation one of the largest sources of revenue. Their trade can be obtained by the same methods by which English farmers' trade is secured—advertising through their favorite agricultural mediums. One peculiarity seems to surround the German farmer which few English advertisers are aware of. German farmers do not read the English language. Although the majority have acquired a passing familiarity with English speech they have only done so by ear, by coming in constant contact with spoken English. They cannot read a line of English and have to depend upon publications printed in their own native tongue to obtain the news of the world. This is the reason why such German papers as the

*Acker & Gartenbau Zeitung, Haus und Bauernfreund and Germania*, Milwaukee; *Freie Presse* and *German-American Farmer*, Lincoln, Neb.; *Freie Presse, Daheim* and *Rundschau*, Chicago, have such a firm hold upon the German farmers. This also answers the question, often asked by advertisers not familiar with these peculiar conditions, as to why they so seldom hear from German farmers through the English agricultural papers, although they know of the large number of them settled in the West and Mississippi Valley.—*The Mail Order Journal, Chicago, Ill.*

## GOOD PRINTING.

In the preparation of successful advertising the importance of the printer must be taken into consideration. Probably nine-tenths of all the advertising matter issued is typographical work. The painted sign, the metal souvenir and the many other publicity devices cut quite a figure in the advertising world, but they are of little importance compared with the great bulk of matter which owes its being to printers' ink.

Upon the work of the printer depends to a very large extent the results obtained from the advertising. Good printing goes a long way toward selling the goods. Poor printing leaves a bad impression. A printer can make or mar the success of the best advertisement ever designed.

Good printing is not a difficult thing to secure if one goes about it in the right manner. Almost any office employing journeymen printers can turn out a good job within its limits if first-class work is insisted upon and paid for.—*Charles Austin Bates.*

## LOYALTY.

There is one element that is worth its weight in gold, and that is loyalty. It will cover a multitude of weaknesses.—*Philip D. Armour.*

# An Educator's Estimate.

"THE EVENING STAR is everything a newspaper should be."

(Signed)

W. F. HARRIS

(Commissioner U.S. Bureau of Education).

Washington, D. C.

M. LEE STARKE, Representative { New York, Tribune Bldg.  
Chicago, Boyce Building.

## TRADE-MARK BLACKMAIL.

An extraordinary and unusual form of enterprise has recently developed in Cuba, owing to the fact that the old Spanish practice as regards trade-mark registration still exists in that island. In Cuba, as in most of the Spanish-speaking countries, the first registrant of a trade-mark becomes the legitimate owner in the eyes of the law, even though he may have appropriated the name or mark from some other source. In the United States it is well known that the rightful owner of a trade-mark must be the first originator of the mark, while in most foreign countries the ownership of said mark depends upon the formal act of registration alone and the question as to who is the first originator of the mark is not inquired into. It is possible, however, for merchants who have registered their trade-marks in the United States to extend their rights over the foreign possessions of the United States, including Cuba, by simply registering in those countries certified copies of the United States certificates and complying with other formalities, and this may be done for a trifling fee. It is astonishing, however, how very lax our manufacturers and merchants are in regard to this matter and what penalties they have to pay for their ignorance or neglect. It appears that there is in Cuba a small gang of clever "gentlemen" who have determined to profit by the carelessness of American merchants, and who make it a practice to register such marks as they think are likely to be extensively used in trade in that country. Several instances have recently come to our notice in which an ounce of prevention would have saved a world of trouble and annoyance. The American merchant has no redress, and when he places his goods on the Cuban market he is politely informed that he is infringing Mr. John Doe's trademark and is notified to discontinue. He is naturally half amused and nonplussed at Mr. Doe's temerity, but when the Cuban certificate of registra-

tion is produced, showing a facsimile of his mark, the serious nature of his position begins to dawn upon him. What is to be done? He has been guilty of laches and must pay the penalty.—*Scientific American, New York City.*

## A COSTLY GRAVE.

The waste basket is the grave of fifty million dollars of advertising matter every year. The catalogues, booklets, folders and circulars that go to make up this enormous total are the poorly printed ones—the kind on which a man saves a dollar and congratulates himself it is a good business move. The insurance policy against bad advertising, which is a synonym for bad business, is Good Printing. No matter who it is, the concern that does good advertising by means of good printing succeeds. Success comes because the man who has the gumption to see the value of good printing has the gumption to get along. Paper and ink do not make good printing; we've been trying to impress you with that. They go a long way but they are not all by any means—it depends on the printer, who molds the type, ink and paper into a perfect whole. Good printing represents good taste, good ink, good paper, and an investment for these is never wasted. The man who persists in throwing money into the waste basket you would call a fool. What would you call the man who persists in sending you poorly printed advertising matter that you regularly throw into the waste basket? What are the people doing with the printing you send them? Are they consigning it to the waste basket? Aren't these questions worth your attention?—*Advertising World.*

## AN OCCASIONAL CHANGE MAY PROVE PROFITABLE.

For the mail order trade it is advisable to change mediums occasionally—not when they are paying a good profit, but when the replies begin to fall off to such an extent that the advertisement does not pay. In advertising parlance, it is a case of exhausting the circulation—in other words, about as many people have been interested as may be for the time being. In a few weeks or months the paper which has been a paying medium may likely be again profitably employed. Some lines pull well at all times—others in spurts. The fact that the number of replies decreases after using a publication for a time does not make it any the poorer medium. It is the first trial of a reasonable number of insertions which proves the value of the paper. Changing to a different set of papers gives almost an entirely new field to the advertiser.—*Advisor.*

## SHORT TALK.

A man was lately observed coming down the street in a reeling condition. When asked what the trouble was he replied: "Wilson's Whiskey. That's all."—*Advisor.*

# CLEVELAND PLAIN DEALER

## CIRCULATION STATEMENT

FOR SIX MONTHS ENDING JUNE 30th, 1901.

DATE.	JANUARY.		FEBRUARY.		MARCH.		APRIL.		MAY.		JUNE.	
	Daily.	Sunday.	Daily.	Sunday.	Daily.	Sunday.	Daily.	Sunday.	Daily.	Sunday.	Daily.	Sunday.
1.....	43,249		46,153		45,337		45,913		47,896		50,505	
2.....	45,206		43,990		45,004		70,564		47,991		49,824	
3.....	44,886		43,881		44,396		45,986		47,883		50,346	
4.....	45,156		43,989		44,401		45,788		48,844		51,328	
5.....	44,987	37,626	44,064		44,465		45,964		49,843	43,737	49,804	
6.....	44,153		44,091		44,458		46,391	41,247	48,064		50,896	
7.....	44,202		44,067		44,610		46,223		48,382		49,710	
8.....	43,773		47,368		45,222		46,079		48,511		49,750	
9.....	43,701		43,928	39,223	45,213		46,214		48,474		49,762	
10.....	43,701		44,280		45,008		46,314		49,398	44,722	50,883	
11.....	43,687	37,652	44,063		45,008		46,210		49,381		50,883	
12.....	43,676		43,991		45,111		47,146	41,983	49,405		50,883	
13.....	44,113		43,991		45,111		47,146		49,405		50,883	
14.....	43,853		44,344		45,366		46,734		49,405		50,883	
15.....	43,900		44,061		45,216		47,212		49,405		50,883	
16.....	43,907		44,258		45,175		46,586		51,258		50,016	
17.....	43,907		45,801		45,274		46,901		50,225		50,016	
18.....	43,907		44,373		45,274		47,275		49,138		50,016	
19.....	43,563	37,952	45,801		45,274		47,275		49,138		50,016	
20.....	45,306		44,373		45,274		47,275		49,138		50,016	
21.....	49,959		50,087		45,308		47,144		49,266		50,016	
22.....	43,029		44,502		45,308		47,144		49,266		50,016	
23.....	43,551		44,399	39,959	45,308		47,144	42,158	49,266		50,016	
24.....	43,551		44,399		45,308		47,144		49,266		50,016	
25.....	43,551		44,399		45,308		47,144		49,266		50,016	
26.....	43,551		44,399		45,308		47,144		49,266		50,016	
27.....	43,551		44,399		45,308		47,144		49,266		50,016	
28.....	43,551		44,399		45,308		47,144		49,266		50,016	
29.....	43,551		44,399		45,308		47,144		49,266		50,016	
30.....	43,551		44,399		45,308		47,144		49,266		50,016	
31.....	43,551		44,399		45,308		47,144		49,266		50,016	
Total.....	1,196,548	151,823	1,073,212	157,891	1,176,302	1,176,302	1,241,524	108,061	1,298,235	177,434	1,263,088	224,747
Average ...	44,317	37,981	44,717	38,465	45,243	45,243	47,751	42,168	49,194	44,359	50,324	44,949

Average for Six Months—Daily, 46,958. Sunday, 41,524.

STATE OF OHIO,  
CUYAHOGA COUNTY, ss.

Elbert H. Baker, being duly sworn, says, that he is Business Manager of the Cleveland Plain Dealer, and that the above is a true statement of the circulation of said newspaper during the first six months of the year 1901.

Sworn to and subscribed before me this third day of July, A. D. 1901.

GEO. R. AGATE, Notary Public.

## VERY ACCEPTABLE.

A new advertising novelty is a small book of medicated toilet paper which finds favor with the traveling public.—*Advertising World.*

## Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

## WANTS.

DESK position wanted by experienced newspaper man. All refs. Box 505, Meriden, Conn.

HAND-PRESS. State size, condition, price, etc. CAMBRIDGE PRESS, Box 160 Mad. Sq. P.O., N.Y.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

PERIODICAL publishers want young man of experience to take charge of collecting subscriptions by mail. Executive ability, tact, rapid work necessary. Permanent if suited. KELLOGG, 61 9th St., New York.

ORDERS for 5 line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; or other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

WANTED—Young man as assistant to advertising manager for manufacturing house. Must be posted on advertising and printing. State experience and salary desired. Good chance for the right man. Apply "A. C. W." care Printers' Ink.

WANTED—Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address GEORGE P. ROWELL & CO., 10 Spruce St., New York.

EXPERIENCED, capable magazine manager of rare executive ability seeks position anywhere, offering adequate remuneration. Has a thorough knowledge of paper, printing, binding, illustrating, etc. Knows the value of most publications as advertising mediums and their lowest rates (has carefully noted results of half a million dollars' worth of publishers' advertising, placed by himself). Can build up circulation and advertising patronage by original, inexpensive methods. Is a forceful adviser, a schemer and a suggester of new, profitable ways to utilize plant. A.I. references. "C. K. B." Printers' Ink.

## FOLLOW-UP SYSTEMS.

PRINTED matter telling all about them free. SHAW-WALKER, Muskegon, Mich.

## HALF-TONES.

GOOD half-tones of popular actors and actresses for sale at \$1 each. Fine for advertising purposes. L. ELKUS, 160 Nassau St., N. Y.

## NEWSPAPER BROKER.

SELLERS, buyers are dealing through A. H. SMITH, Kariville, Ill. Original methods. Plants for sale, \$500 to \$55,000, Atlantic to Pacific.

## SPECIAL REPRESENTATIVES.

LACOSTE AND MAXWELL, 38 Park Row, New York, telephone 3933 Cortlandt, special representatives for leading daily newspapers.

## PAPER.

SEND for samples of our Seal Linen Ledger, 8½c. per lb. No ledger at same price can approach it. BARRETT & SUTPHIN, 45 Beekman St., New York City.

## IMPOSING STONES.

BEST quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. THE GEORGIA MARBLE FINISHING WORKS, Canton, Ga.

## ELECTROTYPES AND STEREOTYPES.

ELECTROTYPE or stereotype cuts. When you want good ones, order from Bright's "Old Reliable," St. Louis Electrotype Foundry, No. 211, North Third St., St. Louis, Mo.

## LINOTYPE AND STEREOTYPE METAL.

MANUFACTURE the best linotype, stereotype and electrotype metals in the world. Get my prices before ordering. Out-of-town orders solicited. I. SHONBERG, 174 Hudson St., N. Y.

## LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASSN., 585 Broadway, N. Y.

## PRESSWORK.

HIGH-CLASS presswork is our specialty. We have the reputation of doing the best half-tone printing in the business. Consult us before placing order. FERRIS BROS., 45-51 Rose St., N. Y.

## PHOTO ENGRAVING.

THE STANDARD ENGRAVING CO., 61 Ann St., New York.

THE finest engraving plant in the world. Our half-tone plates are known everywhere as the best. GILL ENGRAVING CO., 140 Fifth Ave., New York.

## PRINTERS' MATERIAL.

MODERN MACHINERY, new and rebuilt. Material, new and second hand. Type, new only, at foundry prices and discounts. Quality above price. From a cylinder to a bodkin furnished. CONNER, FENDLER & CO., N. Y. City.

At This Office, 10 Spruce Street, N. Y.

## GEO. P. ROWELL &amp; CO. ADVERTISING BUREAU

keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to Receive and Forward advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

MAILING MACHINES.

GET the best, the Matchless, of REV. A. DICK, 43 Ferguson Ave., Buffalo, N.Y.

COIN CARDS.

83 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

NUMBERING MACHINES.

OUR numbering machine is the best. WETTER NUMB'G MACHINE CO., 515 Kent Ave., Bklyn.

NEWSPAPER WANTED.

DAILY or weekly paper wanted in New York, New Jersey, New England or Pennsylvania. Profitable paper preferred, but will consider others if prospect good for improvement. Would take interest. "PURCHASER," Printers' Ink.

SUPPLIES.

GAUGE PINS, 3 for 10c. PRINTERS SUPPLY CO., Grand Island, Neb.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 17 Spruce St., New York. Special prices to cash buyers.

TRADE PAPER FOR SALE.

I HAVE just come in touch with one of the best trade paper opportunities I have ever handled. Business, \$40,000; adv. income, \$12,000; price, \$75,000. Can be made worth twice the amount in a short time. EMERSON F. HARRIS, 233 Broadway, New York.

MAGAZINE FOR SALE.

THIS is the time of year to enter the magazine publishing business. I have an excellent property, circulation 40,000, exclusive field, for a man of fair publishing experience desiring to locate in New York. \$6,000 foundation for great property. EMERSON F. HARRIS, 233 Broadway, New York.

BOOK PREMIUMS.

GOOD books make the best newspaper premiums. We publish the finest line of premium books out. Have been used by city dailies and country weeklies with great success, proving to be the greatest circulation builder known. Now is the time to work subscriptions. Send for circular and prices. STANDARD PUB. CO., Leeburg, Ind.

DISTRIBUTING.

HOWE ADDRESSING CO., 308 So. 4th St., Philadelphia. Delivery by special messengers of Calendars, Pamphlets, Books, Circulars, Catalogues, etc., with or without receipts.

ADDRESSING MACHINES.

THERE are many so-called addressing machines on the market, but remember that Wallace & Co.'s is the only one now in successful use among the large publishers throughout the country, such as *Printers' Ink*, *Cosmopolitan Magazine*, *Co.*, *Butterick Pub. Co.*, *Comfort*, *of Augusta, Me.*, and many others. Send for circulars. WALLACE & CO., 10 Warren St., N. Y.

EXCHANGE.

WANTED—To exchange, a small amount of advertising space with high-class magazines and monthly periodicals on pro rata arrangement. THE ROSTER, Lancaster, Pa.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in *PRINTERS' INK*. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

MISCELLANEOUS.

TIRES by mail, puncture proof, 35 pair. Anti-Cactus, \$7.50. Pleasure to ride. ROADSTER CYCLE WORKS, Camden, N.J.

BILLPOSTING AND DISTRIBUTING.

ADVERTISERS—Learn billposting, its cost, plans, estimates, etc. Send 25c. for "Post-ordom," a mine of information. CLARENCE E. RUNY, Cincinnati, Ohio.

ADVERTISING DESIGNS.

ORIGINAL IDEAS. The best equipped art department. GILL ENGRAVING CO., 140 Fifth Ave., New York.

STEREOTYPE OUTFITS.

COLD Process Stereotyping Outfits, \$14 up. No heating of type. Two easy engraving methods, with material, \$3.50; no etching. Booklet samples, for stamp. H. KAHRS, 240 E. 33d St., N. Y.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 500-page list price catalogue free. S. P. MYERS CO., 48-50-52 Maiden Lane, N. Y.

BOOKS.

"READY-MADE ADVERTISEMENTS," a cloth-bound volume containing about 900 ads from *PRINTERS' INK*, covering almost every conceivable subject, comes out table from George P. Rowell & Co., 10 Spruce St., New York. It is worth much more than the \$1 asked for it to every advertiser and country editor.

BUSINESS OPPORTUNITIES.

TEXAS oil stocks of the right kind will make you more money quicker than any other investment nowadays. The Texas gushers are now flowing more oil than all the rest of the world combined. For a short time you can buy development stock at 25c. per share in a company right in the midst of the oil fields. Write to us at once. BELGIAN OIL CO., 150 La Salle St., Chicago.

TO LET.

TO LET: White Mountains—Gentleman's residence to let to an approved tenant for the season of 1901; most attractive situation, within reach of the Waumbek Golf Links; fully furnished; three bathrooms; copious water supply; six fireplaces; three sitting rooms; 11 bedrooms; vine-clad piazzas; stabling for six horses; excellent garden. For further particulars address owner, GEO. P. ROWELL, Irvington on Hudson, N. Y., or No. 10 Spruce St., N. Y. City.

ADVERTISING NOVELTIES.

\$500 IN genuine Confederate money for only 25c. CHAS. D. BARKER, Atlanta, Ga. PACKAGE HANDLES, with ad on label. Packed 100 in box, full cost. Lowest prices. Sample and prices for your address. TIE CO., Unadilla, N. Y.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

PRINTERS.

WE print an attractive, booklet, 8 pages, 3 1/2 inches in size, wire stitched, fine paper, any color of ink, 1,000 booklets for \$10.00 for \$35. For illustrations and writing copy, if so desired, we make a small additional charge. PRINTERS' INK PRESS, 10 Spruce St., N. Y.

FOR a limited time I will print and deliver at your postoffice, charges prepaid, 1,000 type-written linen letter-heads, 5 1/2 x 8 1/2 inches, for \$1.50; 8 1/2 x 11 inches, \$1.50; statements, No. 6 billheads or packet noteheads, \$1.75, cash with order. Proofs submitted if desired. High-grade work. WILCOX, The Printer, Milford, N. Y.

## ADVERTISING MEDIA.

**THE GOLFER**, Boston. Oldest golf publication in America.

**THE GOLFER**, Boston. Oldest golf publication in America.

**THE GOLFER**, Boston. Oldest golf publication in America.

**THE GOLFER**, Boston. Oldest golf publication in America.

**THE GOLFER**, Boston. Oldest golf publication in America.

**HARVARD DEALERS' MAGAZINE**, sample copy 10 cents, New York City.

**TO** reach mail-order buyers at 10c. line, use **AGENTS' GUIDE**, Wilmington, Del.

**POST**, Middleburgh, Pa., 2,000 circ'n weekly, 10c. per inch, brings satisfactory results.

**ADVERTISING** agents serving their clients honestly, call up **TOILETTES**, estab. 1881.

**40 WORDS**, 5 times, 25 cents. **DAILY ENTERPRISE**, Brockton, Mass. Circulation 6,500.

**MANUFACTURERS' JOURNAL**, sample copy 10 cents. 30 Montague St., Brooklyn, N. Y.

**REACH** the best Southern farmers by planting your ads in **FARM AND TRADE**, Nashville, Tenn. Only 10c. a line.

**ANY** person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

**SHOE TRADE JOURNAL**, Chicago, eight years old, is the greatest advertising medium in the shoe trade. Rates 20 cents a line.

**ADVERTISERS' GUIDE**, New Market, N. J. Circulation 5,000. Sample free. Mailed postpaid 1 year, 25c. Ad rate, 10c. line. Close 34th.

**PRESS-REPUBLIC**, Springfield, O. Leased wire Associated Press report. Sworn circ'n guarant'd by Citizens' Bank to exceed 8,000 daily.

**ONLY** 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. **UNION PRINTING CO.**, 15 Vandewater St., N. Y.

**THE FLORIDA FREE PRESS**, published at Bristol Liberty County, Florida, every Friday. The official and only paper published in the county. In the center of a very fertile agricultural and turpentine district.

**KEY WEST**, Florida. Read and advertise in the **Key West ADVERTISER**, the only newspaper ever published in the most southern point in the U. S. Established 11 years. 8 fol. pages. Only 50 miles from Havana, Cuba. J. T. Ball, Mgr.

**"COUNTRY ADVERTISER"**, monthly, 12 pages: devoted to the advertising interests of the country merchant and business man, 25c. a year and worth it. Special offer, good until Oct. 1, one year for 10c. Send to-day. Box 32, Grenoble, Pa.

**PEOPLE** who want to reach Western readers with their business should consult the **Buildings (Mont) TIMES**. It has the best general circulation of any weekly newspaper printed west of the Mississippi. Rates reasonable. M. C. MORRIS, Proprietor.

**THE ANNALS OF GYNECOLOGY AND PEDIATRY**—the only journal in New England devoted to gynecology, obstetrics, abdominal surgery and the diseases of children. Fourteenth year, strongly established. \$1.50 the year. Advertising rates upon application. **THE ANNALS PUBLISHING CO.**, 148 Pearl St., Boston, Mass.

**THE Wrightsville TELEGRAPH** is the only all-home print newspaper published in the eastern section of York Co. It covers the richest section of Pennsylvania and goes into the homes of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates address **THE TELEGRAPH PUB. CO.**, Wrightsville, Pa.

**AFFIDAVIT**—I, E. F. Boyle, publisher of the **HOUSTON WEEKLY TIMES**, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1900, of the paper, has been 1,408. E. F. BOYLE, Publisher. Subscribed and sworn to before me this 11th day of January, 1901. S. E. TRACY, Notary Public in and for Harris County, Tex.

**VIAN SEN**, one of the leading weeklies of the Cherokee Nation. Ads in its columns attract attention. **WEEKS & CHAPMAN**, publishers, Vian, I. T.

**THE FREIE PRESSE**, Wilmington, Del. The only German newspaper—a daily 21 years in existence—published in Delaware, and the only one between Philadelphia, Reading and Baltimore.

If you want to reach a good German trade, place your advertisement in the columns of this paper. Results prove the value of the medium. Write for sample copies and advertising rates.

The best adv'g medium in Dodge County, Minn.—the greatest agricultural and dairy region in the State—is the **DODGE COUNTY REPUBLICAN**. Est. 1867. Through no other source can the well-to-do constituency of this paper be reached as economically as through the **REPUBLICAN**. All home print. The best equipped country printing establishment in the State. The **REPUBLICAN** carries more ads, at a higher rate, than any paper in Dodge County—it reaches the people. For rates and samples address B. A. SHAFER, publisher, Kasson, Minn.

## ELECTROTYPES.

We give special attention to making of good electrotypes for newspapers. Prompt. Out-of-town work done carefully and city. **RAISBECK ELECTROTYPE CO.**, 21-23 Vandewater St., N. Y.

## ADVERTISING AGENTS.

**THE "UNIT SYSTEM" IN ADVERTISING.**

Last week we spoke about 20th century methods in advertising. Another of our clients is a fast mail steamship company. Our methods have been very highly complimented by them. We have saved them money and increased their business. Like the method of book-cases, our methods are elastic. They are built on the "Unit System" to suit our customers. May we call to explain!

**THE C. IRONMONGER, ADV'G AGENT**, 116 Nassau st., New York.

**85 HELP** or Agents Wanted in the Sunday issue of 15 leading metropolitan newspapers. A bargain for mail order men. Lists free. **HUNGERFORD & DARRELL**, Washington, D. C.

**SOUTH AFRICA**—Advertisements so placed as to cover the whole of South Africa. 1 inch, 1 month (36 insertions), \$2 10. 20,000 circulation, covering Durban, Natal towns, Pretoria and Rand. G. H. CLAPP Box 1960, Johannesburg, Transvaal. (Bankers' draft payable here, or Postal M. O. payable Durban.)

## PERFECTING PRESSES FOR SALE.

**BROUGHT** about by consolidations and otherwise. A Cox Luptex, used only three years, prints 4, 6, 8 pages. An insert press, prints 4, 6, 10, 12, 16 pages. A Goss-cutter perfecting stereotype press. An 8-page stereotyping press. Any one can be bought at the right price and terms. C. F. DAVID, Abington, Mass., Expert in Consolidating Newspaper Properties. Thirty years' experience.

## NEWSPAPER BARGAINS.

**A PRACTICAL** man with \$1,000 cash or more is offered what I consider an exceptional newspaper and job property and terms. Within 100 miles of New York City. \$5,000 buys an established newspaper and job property in Massachusetts.

\$1,500 profit a year—so the owner writes me of a monthly class journal that he will sell for \$2,500, \$1,500, on satisfactory terms, buys a weekly property in Virginia.

\$7,000, one-half cash, buys a New Hampshire weekly, in a very large town. Surely a good property for any such price.

\$900, one-half cash, buys quite a weekly and job property in Ohio.

\$1,800, with \$1,300 cash down, buys a job office in Illinois. Doing \$3,000 business now and increasing.

Properties for sale, \$1,000 to \$100,000.

If you mean business you are invited to visit or correspond with

C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

ADDRESSES.

**3,000** ADDRESSES among the wealthiest people. New, never used. W. G. FOSTER, Box 1932, New York.

**A** DDRESSES of bona fide residents and taxpayers of Salt Lake City and county. Utah. Information Bureau, City and County Building. REFERENCES, Salt Lake City, Utah.

**1,000** WOMEN'S names and addresses, 500 boys' (young), 500 bookkeepers', 1,000 farmers'. All mail order buyers. Lists printed, any one mailed for \$1. GUTCHELL NOVELTY CO., Marinette, Wis.

FOR SALE.

**THREE** big money-making adv'g schemes for 25c. H. B. TRUNDLE, Danville, Va.

**NEWSPAPER** press, Campbell, 3x18, good condition, \$300. WEIGLEY & CO, Lebanon, Pa.

**ELECTRIC** motor for sale, 20-horse power, 220 volt, Niagara motor, in first-class condition. Will be sold at a bargain. UNION PRINTING CO., 15 Vandewater St., New York.

**UNBLOCKED** electrotype plates used in household magazine of small circulation. Stories (short and serial), special illustrated articles, cuisine, household, songs, etc. Insertion will do. Price \$1.50 per page. Address L. ELKUS, 150 Nassau St., New York.

**OWING** to surplus order, we have for sale 100,000 lbs. of machine-finished book paper, in rolls 4 1/2 inches wide. Weight 70 lbs., 32x4 1/2. Purchaser must take whole lot. If you can use this paper write us for sample and price. Address P. O. Box 1209, Lowell, Mass.

**FOR SALE**—A fine lot of juvenile plates (about 600), with copyright, size 3 1/2 by 5 inches; short stories and jingles by best writers, finely illustrated in wood and pen and ink. Many natural history articles. Suitable for children's books or school readers. L. ELKUS, 150 Nassau St., N. Y.

**EVERY** issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

**FOR SALE**—A 4 and 8-page Stereotype Perfecting Press, with complete outfit of stereotyping machinery. In first-class condition. Must be removed to make way for larger press. Address "SUN," Printers' Ink.

**FOR SALE**  
**AT HALF COST.**  
**A COTTRELL ROTARY**  
**WEB PERFECTING PRESS.**  
Prints a sheet 48x36 inches, at the rate of 8,000 an hour. It has perfect offset device known as patent shifting tympan and folder attachment for three or four fold. On account of the change in size of our publications for which it was built, we will dispose of two of these presses at half cost. They are in perfect condition and will be sold subject to their being set up in any pressroom and put in working order to the satisfaction of purchaser. For further information and samples of three different sized publications which are printed on this press, address STREET & SMITH, 238 William St., New York City.

ADVERTISEMENT CONSTRUCTORS.

**W. M. WOODHOUSE, JR.** Trenton, N. J., issues illustrated postal cards.

**ARTHUR F. SWIFT**, Omaha Building, Chicago. Mail order business only.

**YOU** a manufacturer? I'm an adman. "T. S.," care Press Club, Milwaukee.

**WRITE** me about my business-bringing ads. H. L. GOODWIN, Malden, Mass.

**GOT** a mail order dept? I'm running one. "T. S.," care Press Club, Milwaukee.

**1,800** WEEKLY guaranteed. Rates 10c. in. nat. CHRONICLE, Princeton, Ky.

**WANT** to popularize a specialty? Exactly in my line. "T. S.," Press Club, Milwaukee.

**BUSINESS** need promotion? That's my business. "T. S.," care Press Club, Milwaukee.

**COPY** for short circular, \$2, cash with order. JED SCARBOBO, 55a Halsey St., Brooklyn.

**RETAILERS**, add a mail order department. GEO. K. CRAW, 115 Dearborn St., Chicago, Ill.

**FOUR** to eight original common sense ads written to sell goods at \$5 to \$8 per month. ELWIN S. KARS, 327 E. 42d St., Chicago.

**HENRY FERRIS** has a [H] mark, 1019 Drexel Building, Philadelphia. Advertiser and designer. Write for samples.

**100,000** 8-P. books written, illustrated, printed, \$100. Good paper, W. F. GOULD CO., "Medical Advertisers, Bennett Bldg., N. Y.

**SEND** me one dollar and I will write a letter of advice on any subject about advertising that bothers you. C. B. PECKINS, Ideas for Advertisements, 38 Globe Bldg., Boston, Mass.

**"JACK THE HINGLER'S"** best of fads in writing convincing business ads. Of pith and point, for every use. His New York address is 10 Spruce.

**WRITING** and illustrating for general advertisers only. All kinds of business literature. High prices, but effective work. Newspaper—a specialty. F. CROSBY, 108 Fulton St., N. Y.

**LAUNCHING** a new business? Whether it will be an ocean liner or catboat, may depend on the advertising. Let us start you right. SNYDER & JOHNSON, Advertising Writers and Agents, Woman's Temple, Chicago.

**NEW ZEALAND** is the field for specialties in advertising and I am the man to handle them successfully. Send catalogue books or anything for the advertiser. JOSEPH H. WILSON, Advertisement Specialist, Christchurch, N. Z.

**"BRINGING** Customers into the Drug Store" is the title I have given a little booklet of common sense hints on advertising the drug store. Free to the druggist who writes on his letter-head. BENJAMIN SHERBOW, Advertiser, 2152 North 30th St. Philadelphia.

**AD CONSTRUCTORS** will find our book of ready made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**"THE** world gives its admiration, not to the man who does what nobody else attempts to do, but to the man who does best what multitudes do well." We write convincing advertising and illustrate it too if you like.

**THE HEBER MACDONALD CO.,**  
St. James Bldg., New York,  
Phone 1748 Madison Sq. B'way & 26th St.

**ADWRITERS** and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. PRINTERS' INK has over one hundred imitators, yet PRINTERS' INK covers all their territory besides its own chosen field. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders. PRINTERS' INK, 10 Spruce St., New York.

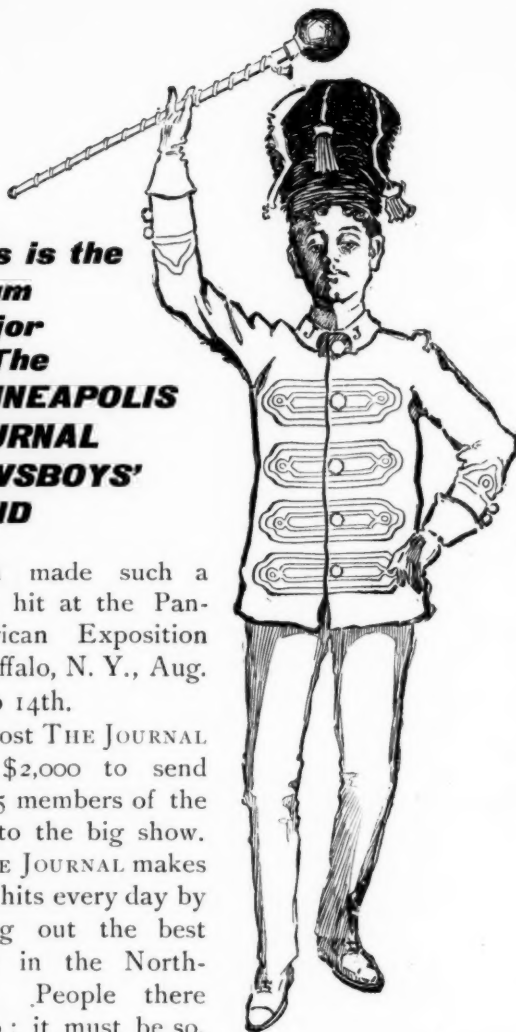
**"T**IS easy, very easy to boast here of one's advertising capability, but I find that to win new clients SAMPLES of what I have made for our ones are my best salesmen. I write for the subject matter and make Catalogues, Booklets, Price Lists, Folders, Circulars, Mailing Cards and Slips, Newspaper, Magazine and Trade Journal Ads, etc., etc. I gladly make samples of my work (gratis, of course) to those in whose requests I seem to detect possible business. Such people shun postal cards when addressing FRANCIS I. MAULE, 409 Sanson St., Philadelphia. I usually make unusual things.

**This is the  
Drum  
Major  
of The  
MINNEAPOLIS  
JOURNAL  
NEWSBOYS'  
BAND**

which made such a great hit at the Pan-American Exposition at Buffalo, N. Y., Aug. 7th to 14th.

It cost THE JOURNAL over \$2,000 to send the 55 members of the band to the big show.

THE JOURNAL makes great hits every day by getting out the best paper in the Northwest. People there say so ; it must be so.



The **M**  
**B**

For many months  
"Wants" carried

**Jour**  
**27 Is**  
**8,1**

When yo  
THE JOUR  
THE JO  
leads in displa

**C. J. B**  
MAN



ADVERTISERS PROVE CIRCULATION.

# **he MINNEAPOLIS JOURNAL Brings the Business.**

**The Man Who  
Gets the Business  
Is the Advertiser  
Who Uses - - -  
THE JOURNAL.**

any months THE JOURNAL has led the other Minneapolis papers in the number of paid  
nts" carried, and July was no exception. Here are the figures:

<b>Journal</b>	<b>Times</b>	<b>Tribune</b>
<b>27 Issues</b>	<b>31 Issues</b> (Including 4 Sundays.)	Morning and Evening <b>31 Issues</b> (Including 4 Sunday-.)
<b>8,184</b>	<b>7,450</b>	<b>7,244</b>

When you fulfil the wants of the people they want you; that is why  
E JOURNAL gets the business.

THE JOURNAL is not only the leading "Want" ad medium but  
s in display advertising.

FOREIGN ADVERTISING DEPARTMENT.

**J. BILLSON,**  
MANAGER.

New York Office, 86, 87, 88 Tribune Building.  
Chicago Office, 308 Stock Exchange Bu lding.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

**127** Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

**128** Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

**129** Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

**130** If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

## ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, AUG. 28, 1901.

THE creation of new industries through advertising has probably great possibilities in the future. Nature brings forth the products, and inventive genius is constantly perfecting things, which would yield fortunes through a wholesale distribution and consumption, that might be made possible by satisfying a universal demand created by advertising.

CHAS. Z. DANIEL, formerly advertising manager of the Manufacturers' Outlet Company, Providence, R. I., has resigned his position with that firm and is now with Lit Brothers, Philadelphia.

THE good politician never stops working until the polls are closed, and the wise advertiser takes reckoning of his goods long after they have been sold and paid for. The day upon which a pair of his shoes is discarded is as important in his eyes as the day upon which they leave his store, for upon that day his business reputation is put to the tensest strain.

SOMETIMES a frank statement of the weak point in an advertised article adds strength to one's claims for it. Two dollar gloves offered for fifty-eight cents suggest some defect, and if the reader is told that they are priced thus because they have fallen somewhat behind the fashion he feels confident that they will be all right in the particulars of material and workmanship.

ADVERTISING is at least one exception to Tallyrand's famous rule that "language was given us to conceal our thoughts."

THE Prudential Insurance Company, of Newark, N. J., whose striking advertisements in newspapers and periodicals are familiar features, have an exhibit at the Pan-American Exposition at Buffalo which seems to be in line with the up-to-date publicity of this insurance company. The exhibit is located in the Liberal Art section of the Manufacturers' Building and occupies about 325 feet of wall space. There are forty charts and diagrams, most of which pertain to the industrial experience of the company.

PROF. J. M. MUNYON, of Philadelphia, manufacturer of Munyon's Home Remedies, is a great believer in the life-giving qualities of the Rangeley air. He has invested many thousands of dollars in Rangeley real estate and he proposes to do still more in this line. Now he has in mind two ideas, one to furnish Rangeley village with electric lights, the other to bring nice spring water to the town.—*Maine Woods*.

Both schemes will probably prove beneficial for Rangeley, and profitable for the promoter. Caged mountain air from Rangeley, "packed by the Munyon process," may be among the future achievements by the inventor of Witch-Hazel Soap.

CHIEF among the newspaper directories, undoubtedly stands Rowell's. A copy of the last issue has reached the editor's table—and it is always a welcome guest, notwithstanding its pessimistic rating of periodicals whose publishers do not tread the straight and narrow way marked out by the directory editor. At the least, any publisher who is dissatisfied at the rating given knows that a tremendous majority of publishers are in the same boat. Yes, Rowell's beats them all.—*Press and Printer, Boston, August 10th, 1901.*

The path marked out by the Directory editor is in the line of directness and intended to be so straight that a circulation statement, prepared for a safe passage over it, must be of the sort known as straightforward. The path is intended to be wide enough for anybody to walk in, but still so narrow that nobody who follows it, with his eyes open, shall be in danger of getting side-tracked.

THE following statement has been kindly furnished us by Mr. Charles Emory Smith, the postmaster-general, in response to an inquiry: "The clubbing of magazines in reasonable combination at reasonable figures which do not defeat the intent of the law is not prohibited. Neither is a combination with a book under like circumstances forbidden. The intent of the law is plain. It is that the periodical shall be of a character which will command subscribers on its own account, and not because of outside inducements it may offer. This does not preclude the use of aids which may operate as a discount but it does preclude the use of means which become the decisive factor rather than the character of the publication itself. The law intended to give the benefit of the pound rate to publications which the people sought for their own sake, but it did not intend to give that benefit to publishers who practically circulate their periodical for little or nothing in order to get a big list to appeal to advertisers. In other words, the law is designed for the benefit of the reader and not of the publisher. As to the question of definition, it is the business of the department to administer and not to define. It will deal with each case as it presents itself. What would be a 'nominal rate' in one case might not be in another. It depends upon the conditions and circumstances. The subscription price, the offers, the actual results, the proportion of legitimate subscribers—these and other elements are to be considered. The department will seek to apply the rules of common sense and fairness without assuming to dictate how any publisher shall conduct his business, and at the same time without tolerating the evasions and subterfuges which are resorted to in order to circumvent the law and which have brought such enormous abuses. I have full faith that fair intelligence and honest purpose will easily distinguish between legitimate and illegitimate publications, and restrict the latter without injuring the former. And the

value of such a reform is inestimable."—*From World's Work, September, 1901.*

ONE correspondent of PRINTERS' INK writes:

When you have made an astoundingly sharp dicker with your jobber, getting goods that will bring you all the trade of your town and turn your competitors green, don't go out to lunch until you have written the ad that is to announce the thing. For at no other time in your life will you be so full of ad material upon that especial subject.

THE Financial Advertising Company, of 25 Broad street, New York City, has published the Brokers' Directory, a book containing over 30,000 names of brokers in good standing on their respective exchanges. This directory embraces a complete membership register of the New York Stock Exchange, New York Cotton Exchange, New York Produce Exchange, New York Coffee Exchange, Maritime Exchange, Consolidated Exchange and Metal Exchange.

SPACE in a good trade paper is fertile ground. Yet it is the advertiser who must till it and sow the seed before he can expect a harvest. Carelessly prepared ads in a trade paper are not only devoid of results to the advertiser, but they are directly harmful to the paper itself. Trade papers should insist that every advertiser fills his space with matter which does justice to advertiser and publication as well. The practice of some trade papers to prepare the ads of their patrons is certainly a wise and profitable one in the end.

It is asserted that American advertisers have to adapt themselves to the methods of English newspapers if they expect to make any headway in England. If these methods were progressive ones, there would be no difficulty at all. They are, however, old-fashioned and arbitrary, and it is certainly trying for American advertisers to be handicapped by rules which they have long ago overcome at home. The present aggressive movement of English retailers against the stupid restrictions of English newspapers deserves encouragement and success.

## THE BEST CLASS PAPER.

Below is the description, taken from the June issue of the American Newspaper Directory, of the thirteen class papers still having consideration in the matter of the award of the Silver Sugar Bowl:

## Chicago, Ill.

**INLAND PRINTER**, monthly; typographical; one hundred to one hundred and twenty pages 9x12; subscription \$2; established 1883; A. H. McQuilkin, editor; The Inland Printer Company, publishers. Office, 212 Monroe street.

**Circulation:** In 1895, publisher asserts, not less than 10,500. In 1896, F. In 1897, Y. In 1898, yG. In 1899, yG. *Actual average for a year ending with June, 1900, 15,837.*

## Boston, Mass.

**BOOT AND SHOE RECORDER**, Wednesdays; boots and shoes; one hundred and seventy pages 10x13; subscription \$3.50; established 1882; C. H. McDermott, editor; W. L. Terhune, publisher. Office, 11 and 13 Columbia street.

**Circulation:** Accorded G from 1891 to 1895. In 1896, G. In 1897, Y. In 1898, zH. In 1899, yH. In 1900, yH.

## Minneapolis, Minn.

**NORTHWESTERN MILLER**, Wednesdays; milling; forty-eight pages 10x14; subscription \$3; established 1873; W. C. Edgar, manager; The Miller Publishing Co., editors and publishers.

**Circulation:** *Actual average for 1895, 3,726; for 1896, 3,934. In 1897, Y. In 1898, yI. Actual average for a year ending with October 13, 1899, 4,630. In 1900, yG.*

## St. Louis, Mo.

**NATIONAL DRUGGIST**, monthly; drugs; one hundred and twenty pages 8x11; subscription \$1; established 1873; Henry R. Strong, editor and publisher. Office, Century building.

**Circulation:** *Actual for 1895, 5,666; for 1896, 7,166; for 1897, 7,100; for 1898, 7,333; for a year ending with October, 1899, 7,550; for 1900, 7,516; for a year ending with March, 1901, 7,516.*

## New York, N. Y.

**AMERICAN MACHINIST**, Thursdays; mechanical; fifty-eight pages 9x12; subscription \$3; established 1877; Fred J. Miller, editor; American Machinist Press, publishers. Office, 219 William street.

**Circulation:** Rating varied from 20,800 in 1892 to E in 1895. *Actual average for 1896, 13,056; for 1897, 12,827. In 1898, yE. In 1899, yF. In 1900, yF.*

**DRY GOODS ECONOMIST**, Saturdays; dry goods; sixty pages 11x16; subscription \$5, established 1846; The Textile Publishing Company, editors and publishers. Office, 78 and 80 Walker street.

**Circulation:** In 1894, publisher asserts, smallest 6,800. In 1895, G. In 1896, G. In 1897, Y. In 1898, publisher asserts, smallest 7,440. In 1899, yF. In 1900, yF.

**IRON AGE**, Thursdays; hardware, iron and metal. One hundred and fifty to two hundred pages 9x13; subscription \$5; established 1855; Charles Kirchhoff, editor; David Williams Company, publishers. Office, 232 William street.

**Circulation:** In 1895, F. In 1896, F. In 1897, Y. In 1898, yG. In 1899, yG. In 1900, yG. **RAILROAD GAZETTE**, Fridays; railroads and engineering; forty-six to sixty pages 11x16; subscription \$4.20; established 1856; H. G. Prout, editor; Railroad Gazette Co., publishers. Office, 32 Park place.

**Circulation:** Rating varied from 5,000 in 1893 to H in 1895. In 1896, G. In 1897, Y. In 1898, yH. In 1899, yH. In 1900, zH.

**SCIENTIFIC AMERICAN**, Saturdays; scientific and mechanical; sixteen pages 12x16; subscription \$3; established 1845; Munn & Co. editors and publishers. Office, 361 Broadway.

**Circulation:** In 1894, B. In 1895, C. In

1896, B. In 1897, Y. In 1898, yC. In 1899, yC. In 1900, yC (60).

**HARDWARE DEALERS' MAGAZINE**, monthly; hardware; one hundred and sixty-four to one hundred and ninety-six pages 7x10; subscription \$1; established 1893; James H. Kennedy, editor; D. T. Mallet, publisher. Office, 133 Broadway.

**Circulation:** *Actual average for 1895, 7,538. In 1896, F. Actual average for 1897, 10,000. In 1898, yF. Actual average for 1899, 11,036; for 1900, 11,742.*

**MACHINERY**, monthly; mechanical; thirty-two pages 5x13; subscription \$1; established 1894; L. G. French, editor; The Industrial Press, publishers. Office, 9 and 15 Murray street.

**Circulation:** *Actual average for 1895, 14,958. In 1896, E. In 1897, Y. In 1898, yF. In 1899, E. Actual average for a year ending with June, 1900, 20,379.*

## Chattanooga, Tenn.

**TRADESMAN**, semi monthly; mechanical and metallurgical; one hundred and thirty-two to one hundred and forty pages 8x11; subscription \$2; established 1878; J. E. MacGowan, editor; Tradesman Publishing Company, publishers.

**Circulation:** In 1895, G. *Actual average for 1896, 7,138. In 1897, G Z. In 1898, yG. In 1899, yG. In 1900, yG.*

## Madison, Wis.

**AMERICAN THRESHERMAN**, monthly; threshing; forty to sixty pages 10x14; subscription 60 cents; established 1898; B. B. Clarke, editor and publisher.

**Circulation:** In 1898, C. In 1899, B. *Actual average for a year ending with July, 1900, 58,750.*

It may be observed that the *Inland Printer*, *National Druggist*, *Hardware Dealers' Magazine*, *Machinery* and the *American Thresherman* let their actual circulation be known; that the *Northwestern Miller* and the *Tradesman* have sometimes allowed their actual circulation to be known, while the *Boot and Shoe Recorder*, the *Dry Goods Economist*, the *Iron Age*, *Railroad Gazette* and *Scientific American* have rarely, if ever, furnished the Directory with a circulation statement.

From the Directory descriptions printed above it would appear that the uncertain circulation ratings accorded to the *Boot and Shoe Recorder*, *Dry Goods Economist*, *Iron Age*, *Railroad Gazette* and the *Tradesman* ought to exclude each and all of them from further consideration in connection with the Sugar Bowl award. The *Iron Age*, however, is a publication of such remarkable merit that it is not deemed prudent at this time to exclude it because, notwithstanding the shortcomings of its publishers about circulation statements, that paper has been more than once suggested as the one to which the Sugar Bowl must eventually go as the best class paper in America.

We shall see.

NEW YORK, AUG. 15, 1901.

Editor of PRINTERS' INK:

It is the writer's opinion that, in awarding the Sixth Sugar Bowl to the

best class paper in America, the following publications should also be considered: *Journal of Commerce and Commercial Bulletin*, New York City; *Wool and Cotton Reporter*, Boston; *Manufacturers' Record*, Baltimore.

Yours respectfully, P. M. A.

*Newspaperdom*, a journal for newspaper publishers, is about entering into an investigation of the merits and demerits of the American Newspaper Directory. The newspaper publisher who has a grievance may report his case to *Newspaperdom* and it will be investigated. The editor of *Newspaperdom* seeks to make the acquaintance of newspaper men who have grievances against the Directory. When his attention was called to the Directory account of *Newspaperdom*, as given in the June issue and as reproduced below, and to the interrogation marks that follow the account of his own paper; and was shown the explanation of the interrogation marks, as given by the Directory, he said that in his opinion it was not generally wise for a class paper to give out a statement of its circulation.

**NEWSPAPERDOM**, Thursdays: newspaper publishing; twelve pages 8x12; subscription \$2; established 1890; Chas. S. Patteson, editor and publisher. Office, 150 Nassau street. Circulation "221." (?)

(?) This sign is applied in cases where a publisher expresses himself dissatisfied with the rating accorded, but unwilling to convey information that will warrant a higher rating. A complimentary copy of the American Newspaper Directory will be presented to the first person who proves that a paper designated by this sign is in fact entitled to a higher circulation rating than the one accorded.

When the editor of *Newspaperdom* made the remark that it is not generally wise for a class paper to give out a statement of its circulation he stated the whole case in a nutshell. Every newspaper man who has a grievance against the American Newspaper Directory is one who does not think it wise to give out a true statement of his circulation, and is likely to resent any effort on the part of an outsider to publish such a statement or estimate for him.

The following letter from the *Spectator*, which is among the very best of the insurance papers, unearths perhaps as good an instance of a publisher who has a grievance against the Directory as *Newspaperdom* will succeed in finding:

Office of  
"THE SPECTATOR."

NEW YORK, July 22, 1901.

Messrs. George P. Rowell & Co.:

We have pages of the American

Newspaper Directory, which indicate that in the last edition you gave the *Spectator* the rating "I," which says that journals so designated have a circulation exceeding 1,000 copies. The next higher rating, "H," says that the circulation of papers designated by that letter exceeds 2,250 copies. It is therefore positively evident that your rating of "I" is meant to signify that papers carrying that rating have a circulation of less than 2,250 copies. We beg to inform you, therefore, that your rating regarding our journal is false, and that having sent you this notification, we shall hand the matter over to our counsel to take legal steps against you should you give us this false and injurious rating in the next issue of your book. We have always declined to furnish circulation reports to publishers of newspaper directories. We prefer that there should be no reference whatever to the *Spectator* in your book.

THE SPECTATOR Co.,

(Signed) Arthur L. J. Smith,  
Manager.

It will be observed that Mr. Smith says the Directory rating is false, but does not say whether its falsity consists in underrating or overrating his output.

If advertisers are not entitled to have information concerning the circulation of newspapers that are not willing to give it out themselves, then the publication of a newspaper directory is a wicked thing.

#### AUTUMN HUSTLE.

The best way to determine what advertising will do for a business is to make a practical experiment. It is impossible to theorize with any degree of satisfaction. It is impossible to realize what you could do until you try. The man who has a business to push can get better results from starting and pushing it than he can by waiting for inspiration to strike him, or waiting to see what his neighbors or friends are going to do. It is better to start the fall season with the idea that you are going to handle this advertising proposition in an intelligent and businesslike way. Outline the plan in advance if possible. See wherein business can be pushed most profitably. Put all the vim and vigor into the advertising proposition. It takes practical ideas to win out on any business proposition, and the advertising is certainly an important requisite of the establishment. The man who has gained a little experience in the past by dabbling in publicity has his foundation well laid for the success of the present season. Every step should be taken wisely and intelligently. Each proposition should be well considered before going into it. Start with the intention of making a success of the effort if success is any way within your reach. Plan and push. Be persistent and enthusiastic. Get into the business as many interesting features as possible. Start early and stay with it to the end. This is the only way to prove the value of what is being done.—*Advertising World*.

## MAINE'S PIONEER AD- WRITER.

LONDON, Eng., Aug. 7, 1901.

### Editor of PRINTERS' INK:

In a recent article in *PRINTERS' INK*, Mr. Fred H. Clifford, of Bangor, Me., was referred to as the "pioneer adwriter" of that State. If the author merely means that he was the first man to engage in advertising as a profession, he may be correct, but if he means, as the term implies, that he was the first to write good, selling advertisements, well displayed and written in terse, lucid, convincing English, then he is wide of the mark.

I have been pretty well acquainted with Maine advertising for several years—long before Mr. Clifford entered the arena. The man who "set the pace" in Maine advertising was Mr. Prescott H. Vose, of the crockery firm of P. H. Vose & Co., of Bangor. His advertisements attracted the attention of *PRINTERS' INK* and Mr. Fowler, and were very favorably commented upon by them years before Mr. Clifford took up the adwriting pen, and are to-day, as they always have been, models of well-displayed and convincing retail advertisements. Mr. Vose chose a distinctive border, set his headings in Devine and the body in bold lower case, selected his media and spaces with judgment rare in a retailer, took a decisive stand against programme ads, changed his "copy" each insertion, and adopted methods which proved so successful that they are now imitated, as well as his copy and style, by nearly every store in the town. In fact, there is probably not a dealer in the United States who has had to meet such barefaced plagiarism of ideas and even wording as Mr. Vose, and in this respect your correspondent's "adwriter" is not the least offender, as there is ample evidence to prove, if necessary.

I know neither Mr. Clifford or Mr. Vose personally, but I have watched Bangor advertising closely for several years, and am satisfied that the Bangor papers will bear out my assertions and their ad managers confirm them.

Mr. Vose is by all odds not only the pioneer adwriter of the State of Maine, but also the one who blazed the way, and raised the standard of Maine advertising to its present excellence.

Let others steal his thunder, his brains, his ideas, his methods, his words, but with such "sincere flattery" let him at least have the credit which is his due. Respectfully,

WM. HY. BEABLE.

*PRINTERS' INK* has heard the names of other Maine adwriters, who for years have done excellent work in the profession. To whom, however, the honor belongs to be called the Pine Tree State's "Pioneer Adwriter" is still an open question. Correspondence on the subject might prove of interest.

A BUSINESS that is not worth advertising can hardly have a legitimate reason for existence.

## UNUSUAL ADVERTISING.

The following want ad appeared in the *Chicago Daily News* recently:

### WANTED—

Human bodies to operate upon for photographic illustrations to be used in a work demonstrating painless and bloodless operation without anesthetics. I will advance \$50 cash for each body signed over to me after death. Emaciated subjects preferred.

Every possible care will be exercised in the handling and disposition of the corpse. It will be treated as a sacred vehicle, which has performed all of its earthly functions and which no longer holds its spiritual inhabitant within carnate walls.

Whatever may be the religious belief of the subject and their desires with reference to that belief will be carried out to the letter.

The subject will receive precisely the same tender care as if a member of my own family.

I wish merely to use the subjects as demonstrating material for the advancement of science and place surgery beyond its present pale of painful and bloody procedures.

Not more than one operation will be performed upon any one subject. The attending family physician may be in attendance if the family so desires. The body will be cremated or buried as the family and subject may desire.

Four hundred bodies will be required in order to get the required number of half-tones necessary for this scientific work. The photograph of each subject will be used and referred to as an essential aid in the success of this scientific surgical volume. Address K 38, *Daily News*.

## ON BEING SPECIFIC.

Any advertising, in order to be convincing, needs to be specific. It is not enough to say you have "the best goods for the least money." The advertisement reader to-day wants to know why your goods are the cheapest and why the prices are the lowest. In other words, you have got to "show him." If it is true that your goods are the best and the prices are the lowest in your town, do not hesitate to say so, but at the same time do not neglect to tell exactly why this is the case. And if some one else sells better goods for less money, leave the comparison of quality and prices severely alone. Find something else you can truthfully say about your line and write your advertisements accordingly. Confidence is to-day the keystone of trade, and unless you can inspire the buying public with confidence your success will be doubtful.—*Apparel Gazette*.

## CATALOGUES.

Catalogues are a close second to newspaper or magazine advertisements for the mail order dealer. The advertisement brings the possible patron into touch with you—the catalogue secures the order. Make the catalogue plain, pleasant and practical—fill it with suitable illustrations and proper explanatory matter and information—and it will prove profitable if anything can be made so for your business.—*Advisor*.

# THE "Z" RATING EXPLAINED.

A **Z** rating in the American Newspaper Directory indicates that a communication received from the paper in answer to an application for a revision or correction of the circulation rating accorded to it, fell short of being a satisfactory circulation report because of one or more of the shortcomings specified below:

1. It was not signed.
2. It was not dated.
3. It failed to convey the necessary information.
4. It was not given with sufficient attention to detail.
5. It did not specify the time supposed to be covered by the report.
6. It did not cover a period of sufficient duration.
7. It was signed with a hand stamp.
8. It was signed by some person whose authority to sign was not explained or known.
9. It was signed by an initial or by initials only.
10. It was not given in such a way as would make it possible to hold any one responsible for the information it purported to give, should it afterward be proven untrue.
11. It failed to strike an average for the period covered in detail, and thereby made it impossible to quote any figures as having been shown by the publisher of the paper.
12. It failed to clearly state what was meant by the word "circulation."

The **Z** rating is never applied until after the attention of the publisher has been directed to the insufficiency of the report he has furnished, and full information given how the fault might be remedied.

The **Z** rating is most largely applied to newspapers whose publishers are better at issuing circulation claims in round figures than in sustaining their claims by facts and records.

# INGENIOUS RETAIL METH- ODS.

*Good Advertising* (New York) tells the following interesting story of advertising:

How should a jeweler advertise? The practical experience of a jeweler who did advertise and who made it pay gives a clew. This particular jeweler had a store in a town that ought to have had 100,000, but the census man made his rounds when everybody was at the coast.

His store was about the smallest that ever happened, for in all there wasn't much over one hundred square feet of space. Kaiser & Co.—and that's just as good a name as any other and will do amply for this occasion—were hustlers. They carried a first-class high-grade stock that ran into three or four times as much hard cash as that handled by older and larger institutions. They had the polite trade of the city and they got it by advertising.

When they started they had nothing but this hall bedroom for a store and a reputation to go out and find. This jeweler had a firm faith in publicity and he always used all the reasonable amount of space he could. He started with a two-inch single column ad at the bottom of the page in a corner absolutely apart from other advertising. His contract called for pure reading above and alongside. He got the space he wanted and he paid for it. He paid twenty-five per cent extra, but it was well worth the increase. Then he changed his ad every day, and he had to pay for changes, but in the long run all these extra charges over run of space paid him well. Compare the value of such a commercial lighthouse with a two-inch single column ad lost in a wild waste of railroad time tables or squeezed to death between a nineteen-story dry goods ad and a half-page clothiers' space. No one could mistake the ad for any other ad, for it had its own individual type and border. Every morning a new, interesting, pithy story about that store met the

reader's eye. It didn't wait for the reader to hunt it up.

Chatelaine watches were advertised to-day. A few words told that they had just arrived, were the newest idea and described some pleasing minute feature that the mere words "beautiful new chatelaine watches" could never hope to express. To-morrow shirt waist sets, then sterling silver novelties, cut glass pieces, fancy rings, pins, brooches, engraved cards, watch repairing—anything that deserved space in the store was worthy of mention in the ad. And always some out of ordinary interest was aroused by the unique and characteristic method of the telling. One point was insisted on each day and only one. No article was so small in price or interest that the entire space could not be devoted to an exposition of its merits.

The problem was not what to advertise, but what not to advertise, for so many things came up from day to day.

In summer time "easy chairs, electric fans and cooling drinks" were a boon to many a tired, perspiring lady shopper. The ads said these things were free and welcome, and they were. Ladies always found proper writing paper, stamps, envelopes and a cosy desk at their convenience, and the ads invited a free use of the privilege. At the holiday season a free cab service was established for disagreeable wintry days. A telephone message brought the cab to your door, took you to the store and home again and the service was yours for the asking. Of course, you were expected to make a purchase, but you paid no more than you would pay in any other jewelry house. The ads on muggy days urged ladies to make use of the cabs.

Other out of ordinary ads were those that offered a card entitling bearer to a free examination of the eyes by the best oculist in the city. These jewelers were opticians, but insisted that none but an oculist should examine eyes. If you went to the oculist first you paid the oculist for his services and then you paid for the



glasses. If you went to "the little store" first you paid only for the glasses and you paid no more than any others charged. This was the theme of many a sharp piece of advertising.

Fountain pens were advertised, the best kind made, and any reliable person was allowed to take any pen and give it a five days' trial without money or price. Many did and more bought.

And one other good advertising story about "the little store." A drought had prevailed for weeks and every one was crying murder. Whenever a suspicion of a cloud did happen all hands turned out and scared it off. When anxiety was at its highest tension, "the little store" advertised that the handsome gold-mounted silk umbrella in the window would be given away absolutely free to the first person asking for it when it really rained. Morning after morning people read the different ads and rushed out to view the sky, and when it actually did liquidate there was a real run on the bank for that one umbrella.

All this simply indicates what can be done with a little money and some ingenuity and a steadfast purpose to really advertise, not in a manner of cold conventionality, but in a way that will interest the great mass of people who ought to be interested in you.

#### TRADE PAPER VS. CIRCULARS.

The tendency of manufacturers to use circular letters in place of space in trade papers is the result of a wrong idea of the value of a good name. The right kind of a trade paper is the adviser of its readers—it helps them over the hard places in business, it gives notice of new things, and makes a relentless fight on fakes and fakirs. It is, first of all, the friend of its readers. This gives an implied good name to every advertiser. The business relations between persons introduced by a mutual friend are more cordial than those who meet because of the forwardness of the one who has something to sell. The trade paper will introduce any manufacturer or jobber to the class of business men he wants to reach. The introduction coming in the nature of an advertisement does not materially lessen the value of the introduction.—*Canadian Druggist.*

#### LACKING COHESION.

An ad may hammer facts into its readers' minds and yet never "knock."

#### NEW YORK "STAATS-ZEITUNG."

The New York *Staats-Zeitung*, says *Success*, is an eloquent and enduring monument to a wife who had the will and the wit to help her husband.

Mrs. Anna Ottendorfer came to this country from Bavaria when she was twenty-one years old. She was then the wife of Jacques Uhl, a printer. The husband worked as a journeyman for eight years, being assisted in his struggle by his faithful wife.

At the end of that time, by industry and economy, they had saved enough money to buy a printing outfit and commence business for themselves in Frankfort street, New York.

That was in 1844, when German printers were scarcer than now, and the job printing office flourished from the start. Near the Uhl's was the *Staats-Zeitung*, a weekly organ of uncertain sound.

Mrs. Uhl, with an eye to the future, saw that the acorn that could then be bought for a song would be sure to grow into a powerful oak. Uhl was more conservative than his wife, and declared that it would be better to confine themselves to job printing.

Her advice, however, at length prevailed, and together they bought the struggling weekly and moved it to their own office, soon after enlarging the sheet and improving its appearance. Success was evident from that time. German immigration was increasing rapidly, and Mrs. Uhl proposed bringing out the newspaper daily. The husband, believing in his wife's sagacity, did so.

After his death, in 1852, the energetic widow became chief editor and manager. For seven years she directed the course of the newspaper editorially and financially, carrying it safely through a hot presidential campaign and the panic of 1857.

Two years later she married Oswald Ottendorfer, who was on the editorial staff at the time, and to him she assigned the chief editorship. She continued, however, to take an active part in the business management, even until her death, when she was nearly three score years and ten.

No decisive step was ever taken without her direction and consent, and she knew exactly where the paper stood from day to day, long after its assets mounted into the hundreds of thousands.

Had it not been for her, the *Staats-Zeitung* would have had but a brief existence, and that great German organ would never have attained the phenomenal proportions it has to-day.—*Fourth Estate, New York City.*

#### MAKING THINGS MOVE.

It is most desirable to have your offerings seasonable and a wise merchant will prefer to sacrifice his goods rather than have them stay on the shelves and in the cases as mementoes of former fashions.

This may seem advice superfluous, but there are often merchants who believe themselves progressive and yet adhere to the price of articles out of demand rather than move them out at a lower price. Make the goods move.—*Advertising World.*

## August 28th

is the day we go to press with the special issue of PRINTERS' INK addressed to all the Patent Medicine Men of the country.

When that is out of the way we will take up the special edition to be sent to all the druggists of the country, wholesale and retail, on October 9th. Press day

## October 2nd

The druggists represent the largest number of business men actively interested in advertising, and many of them only await a favorable opportunity to come out as good general advertisers.

Now they are studying advertising and forming opinions.

If your paper should be considered, advertising in this special edition of PRINTERS' INK will introduce its merits to every druggist. Address

**PRINTERS' INK,**  
**10 Spruce St., New York.**

Other special issues to follow:

**November 6.—Cigar Manufacturers.**  
**December 4.—Seed and Nurserymen.**  
**January 8.—Distillers.**



**On the Atlantic Sea Board**

—where the air is strongly impregnated with salt, poor tin quickly rusts. **M F Roofing Tin** best resists this rust-producing atmosphere, because it is hand-dipped by the palm oil process, having the richest and heaviest coating of pure tin and new lead. On many houses on the Atlantic seaboard

**M F Roofing Tin**

**has lasted 50 years.**

**M F Roofing Tin** will last a lifetime in any climate; resists atmospheric gases, keeps the house dry, not affected by cold or heat, is fireproof—best and most economical in every way. Ask your roofer, or

write W. C. CRONMEYER, Agent, to Carnegie Building, Pittsburg, for illustrated book on roofing.

**AMERICAN TIN PLATE COMPANY.**  
New York.



THIS AD TELLS AND ILLUSTRATES ITS STORY WELL.

#### THE LITTLE WANT AD.

The little "want" advertisement which has become so popular is a silent buyer, a silent seller and a silent purveyor of good. It possesses the double virtue of being cheap and profitable. It brings labor to the unemployed. It makes homes for men and women. It transfers property and in a general way is responsible for 25 per cent of the business transacted in the commercial world. It fills empty houses and brings prosperity to the landlord. It gives the poor working girl employment; it sets men up in business; it

gets you an agent if you desire one; it gives you an opportunity to borrow where the rate of interest is the lowest; it furnishes you a medium of exchange; it tells you, in fact, where to go, when to go, how to go to every place, everywhere and secure something that you may want, and to which no other medium ever devised could successfully direct you.—*Denver Times.*

THE man who pushes his business when others are resting will be able to rest later in life while the other fellow has to hustle for his existence.

## THE CASE OF GREAT BRITAIN.

What country has profited more by persistent advertising than America? It is to advertising that she owes her position to-day; it is due to advertising that she is able to forestall us in some of the arts and crafts of the world, and it will be by advertising that she will retain and increase her hold of existing markets. British traders have not realized the incalculable advantages, the stimulating effect, the staying power of advertising. While our chief rivals have made it a life-long study, Britons are only waking up to its possibilities. Advertising is the life-blood of business, and unless Great Britain makes more use of it, the encroachment of her rivals will be more pronounced than it has ever been before. —*The Traveling Partner.*

## ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$20 a line. No display other than 1-line initial letter. Must be handed in one week in advance.

## ALABAMA.

THE EAGLE, semi-monthly 4 pages. Send for rates. A. R. DAVISON, pub., Kempville, Ala.

PRACTICAL WEATHER. Published once a month. Publishes Dunne's famous Forecasts of the Weather, the most accurate and reliable long range forecasts ever appearing in print, based on terrestrial meteorological data, and on as sound scientific principles as those of our National Weather Bureau's. It also publishes interesting articles on the philosophy of the weather.

PRACTICAL WEATHER circulates in every State, also Canada and Mexico and our new possessions. It also goes to India, Australia, and nearly all the countries in Europe. It has some of the best intelligence of the world among its subscribers, representing almost every profession, trade and calling. It is truly cosmopolitan and an A. 1 advertising medium for this and foreign countries. Rates for advertising furnished on application. Address PRACTICAL WEATHER PUBLISHING CO., Montgomery, Ala.

## ILLINOIS.

THE JOURNAL OF THE SCIENCE OF OSTEO-PATHY. DR. J. M. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor, 1 Warren Ave., Chicago, Ill.

## MAINE.

TO reach Rockland (Me.) people—best, quickest, cheapest—advertisers use the DAILY STAR.

## MASSACHUSETTS.

THE Lowell, Mass., TELEGRAM is the only Sunday paper published in Middlesex County. It is delivered direct to the homes in Lowell and all the surrounding towns on a day when people have time to read. It has more readers than any three other Lowell papers combined. It carries more home advertising than any two other local papers because it pays advertisers best. Write for sample copy; it will speak for itself. New York office, 126 Nassau St. (S. S. Vreeland, representative). Boston office, 12 Globe Bldg. (John P. Ackers, representative). Home office, 25 Merrimack St., Lowell, Mass.

## MISSISSIPPI.

THE South is booming as never before in its history. Why not ride in on the crest of the waves? You can't enter Mississippi territory successfully (the most prosperous section) without an ad in THE HERALD, Water Valley, Miss. All home print, largest circulation and stands first in the confidence of the people.

## OHIO

TO reach mail order buyers, try PENNY MONTHLY; 10c. a line; circ'n 25,000; Youngstown, O.

## WISCONSIN.

DODGE COUNTY FARMER, Beaver Dam, Wis. Stock raising and farming. Circ'n 1900, 1,416.

## CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

## CLASS PAPERS.

## ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its uncollected judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority. —*Chicago (Ill.) News.*

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

## BOTTLING.

IF you wish to reach the bottling trade of this country, advertise in the AMERICAN CARBONATOR AND BOTTLES, 87 Liberty St., New York. Established in 1881.

# 4%

Is what it cost a prominent manufacturer of agricultural implements to sell his goods to the consumers direct through advertising in

## UP-TO-DATE FARMING AND GARDENING

The success of this paper is phenomenal. Send for a copy of RESULTS.

J. A. EVERITT, Publisher,  
INDIANAPOLIS, IND.

## Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.  
Must be handed in one week in advance.

### "WHAT HAPPENED TO WIGGLESWORTH,"

book of humorous sketches, just published by Dickerman & Son, Boston. Is by W. O. Fuller, editor of Rockland (Me.) *Courier-Gazette*. Will be on sale everywhere, read by everybody.

## RIPANS

I had been troubled with pain in the stomach and could not be relieved. Finally I started taking Ripans Tabules and after using three of the 5-cent cartons was completely cured.

One Gives Relief.

We await your inquiries

Est'd  
1853.

*Gordon & Gorton*

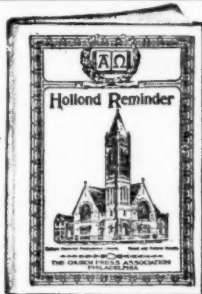
15

St. Bride St.,  
LONDON.

British Advertisers' Agents.

## The Frost (Minn.) Record

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its famous wheat fields.



1890

1901

Thirty Different Church Magazines published for thirty leading Churches of different denominations in Philadelphia, New York, Washington, Boston, Buffalo.

**A DIFFERENT MAGAZINE PRINTED EACH DAY OF THE MONTH**

for a different Church—the 30 in 30 days.

**AN EXCELLENT ADVERTISING MEDIUM** for the general advertiser. Used and indorsed by the best firms. Carry the following ads: Pears' Soap, Ivory Soap, Baker's Chocolate, Van Houten's Cocoa, Campbell's Soups, Hires' Root-beer, Electro Silicon, Knox's Gelatine, Uneeda Biscuit, Winslow's Syrup, Oakville Co. and many others, on annual contracts. These journals pay such advertisers and will pay you. Send for specimen copies and rates to

**THE CHURCH PRESS ASSOCIATION**  
200 South 10th St., Philadelphia, Pa.

**PACIFIC FRUIT WORLD.** 5,000 copies weekly or forfeit \$500. 4c. a line. American Newspaper Directory accords us largest rural circulation on this Coast. Horticulture and Agriculture.  
**SAN FRANCISCO AND LOS ANGELES.**

**WE WILL  
GIVE  
\$100**

For the best idea illustrating the  
**UNIQUE** fact that the **GERMAN**

**Milwaukee Herold**

is delivered at  
**MORE MILWAUKEE HOMES**

Than Any Other **MORNING** or **EVENING** NEWSPAPER.

EDGAR W. COLEMAN, President of the Herold Company, being duly sworn, declares that the paid daily circulation of the **MILWAUKEE HEROLD** exceeds 15,000, of which more than 11,500 are delivered in Milwaukee.

EDGAR W. COLEMAN.  
Subscribed and sworn to before me this 1st day of July, 1901.

LOUIS SCHAUS,  
Notary Public for Milwaukee County, Wis.

**COMPETITIVE  
DESIGNS** will  
be received until  
Sept. 30th, 1901.

## The Evening Journal

### Jersey City, N. J.

Had in 1900 an average circulation of 15,106, since considerably increased, among the best purchasing public in Jersey City. Local and N. Y. City advertisers attest the value of the Journal as an advertising medium by a large and liberal use of its advertising columns.

"The Evening Journal is the best paper in the city."—*Statement of Jersey City Advertisers.*



EVERY SATURDAY

# SPORTING LIFE

Base Ball, Trap Shooting  
and General Sports

For 18 Years the Acknowledged Authority  
Advertising Rate, 15 cents a line.

Sporting Life Publishing Co. Philadelphia, Pa.

**Daily Circulation Guaranteed—15,000.**

## Memphis Evening Scimitar

The SCIMITAR has no return privileges and therefore the 15,000 circulation represents actual sold copies.

Ten to sixteen pages daily; covers the entire city of Memphis and suburbs. Is delivered by carriers in 225 surrounding towns—Arkansas, Mississippi, Tennessee and a portion of Alabama and Louisiana.

One of the leading features of the SCIMITAR is its market page; gives the entire closing of all markets of the world twelve hours in advance of all competitors. Being published in the heart of the cotton belt the demand for the SCIMITAR, not only in Memphis but especially in surrounding towns, is growing steadily.


For rates, etc., apply to

**R. A. CRAIG,**

In Charge of Foreign Advertising,

87 Washington St., Chicago.

41 Times Building, New York.

 The average daily circulation (sworn to) of the Detroit To-DAY at this writing, July 10, 1901, is **27,808**. When you are ready to do business with us we will give you a new, up-to-the-hour sworn-to statement; if it's less we'll say so, if it's more we'll say so. **We believe in honest circulation.**

## The Pioneer Penny Paper of Detroit.

Able,  
Fearless,  
Terse,  
Distinctive.

# TO-DAY

The People's  
Paper.  
A Popular  
Medium.

Detroit Now Has Three Penny Evening  
Papers. Here Are Three  
Reasons For It.

### THE NEWS' REASON.

"In view of the general establishment of the one cent rate \* \* \* the News proprietors are inclining to the belief that that is to be the standard price."

### THE JOURNAL'S REASON.

"Primarily the strongest incentive is that the lower price will immediately increase the number of the *Journal's* readers. \* \* \* It has been found that there are more than three times as many who will take the one cent paper than take the two cent paper."

### THE REAL REASON.

Sworn daily circulation  
of the Detroit To-DAY  
for the month of July,

**27,808.**

To-DAY will continue the fair, honest and liberal policy that has made it so popular with readers and advertisers. Advertising rates on application.

THE DETROIT TO-DAY Co.,

JAMES A. CANFIELD, Eastern Representative,  
150 NASSAU STREET,  
Room 2035.

Detroit, Mich.

Tel., 3467 John.

**GET OUT YOUR PENCIL:** If it took nine months for To-DAY to compel all of the afternoon papers of Detroit to come to the popular price, how long will it be before advertisers will be able to cover Detroit and Michigan at a price commensurate with circulation and the business possibilities of the field?

## A City in a Garden

The city teeming with an active, prosperous population of two million souls; the garden covering an expanse of millions of acres of the most fertile land on earth, yielding to its energetic tillers the means to furnish themselves and families the necessities and luxuries of life. The City—Chicago; the Garden—the great Northwest, especially Illinois, Iowa, Wisconsin, Northern Indiana and Southern Michigan.

### THE Chicago Chronicle

circulates largely in this magnificent territory containing hundreds of thousands of thoughtful, intelligent people who are opposed to the Republican party. This great newspaper is their principal source of information. The advertiser who desires to talk to this large constituency can do no wiser thing than to use "The Chronicle."

**H. W. SEYMOUR, Publisher,**

164-166 Washington Street.

New York Office, 79-80 Tribune Building.



## BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

*By Chas. F. Jones.*

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

Don't overstate quantities when advertising special sales; and then assign a single, slow, inexperienced clerk to the counter at which the sale is held to make it appear that you have not done so. If you advertise an early morning sale of five hundred of some particular article and the last of a crowd of a hundred is told that the goods are all sold, it's a pretty transparent deception and one that will do you considerable damage. The public is not so easily deceived as it sometimes seems; and even though you succeed in deceiving the greater part of it, the few on whom the deception fails will most always counteract even any transient benefits that might come from deceiving the many. But whatever you do, don't be continually advertising that you are honest; it is likely to raise a question in the possible customer's mind, whereas if nothing had been said about the matter, nothing would have been thought of it. It is all right to state the policy of the store fully and frequently and sometimes at length; but the proof of your honesty should lie in your goods, prices and performances as they compare with what you advertise. That is the test by which you must stand or fall, and no amount of claims for honesty can be made to take the place of this test or to stand against it.

\* \* \*

If you are the proprietor of a business, no matter how small that business may be, by all means get away from it for one or two weeks out of the fifty-two. If you don't feel the need of a rest, or feel that you can't afford to

give up so much time purely for pleasure, go somewhere where you can get a change of scene and air and diet, and where at the same time you will have some opportunity of studying the methods of other successful men in your line of business. In this way you will get a certain amount of rest which cannot help doing you good even though you don't especially feel the need of it; and with it you will get some new ideas that you can adapt to your own business with profit. The trouble with a great many merchants is that by close and constant association with their business they become extremely narrow, getting into business ruts from which they find it very hard to pull out if they ever come to a realizing sense of their position and desire to. They form a habit of doing certain things in certain ways and after a time these habits become so firmly fixed as to blind those who practice them to better and more modern methods. For these reasons the merchant should not only take a vacation in order to get away from his business for a time, so that he will see it when he comes back more from the standpoint of a customer, but should also make frequent trips to the nearest large city in order to benefit by the clever trade schemes and plans which the city merchant and his high salaried department heads are constantly advancing.

\* \* \*

It seems to me that during the next month will be an excellent time for the laying out of an effectual campaign of advertising for the fall and winter to come. If you are doing all you can to make this August exceed last August in volume of business, and still have some time on your hands, you cannot better employ

it than in planning and scheming for the lively season which is fast approaching. If this planning is left until it must be done, it will be much less effective, because it will be done at a time when many other matters, which are seemingly more important, will divide your attention and make it impossible for you to concentrate your thoughts upon any one thing long enough to do it full justice. If you make an elaborate plan and find, when the time comes to put it into practice, that it will not be justified by the possible results, it will be easy enough to modify it to fit existing conditions. On the other hand, if you have no well laid plan in advance, all your advertising will be of the day to day order and cannot in the nature of things be as effective. If it is your custom to circularize certain lists for fall, your plans for such work can be practically perfected now, and all the general matter, everything that does not include descriptions and prices, can be prepared within the next four or six weeks much better than at the end of that time. You can easily decide the number and character of the booklets, circulars or form letters which you intend to use; and from a reference to your sales records of last season can determine to a very great extent which lines will require the hardest pushing. The average business man is quite satisfied to defer the consideration of matters pertaining to his advertising until he is absolutely obliged to attend to them. And even then he is prone to postpone important details, knowing that these things must sooner or later have attention. Why isn't it better to consider them at a time when you can give them the attention that their importance deserves?

\* \* \*

There may be a hint in what I am about to relate for some of the readers of this department. It's the story of a publisher who placed a certain line of books with a large store and advertised them liberally in the daily papers as a very unusual value at 25 cents

per copy; and they really were so. A competitor of this store, who was somewhat envious of its success in securing other business through its book sale, determined to secure some of the books and sell them at an even lower price. So the management went to a nearby city where, as in this case, one store had the exclusive sale of this same line of books, and bought several hundred of them at 25 cents each, shipped them back to his own city, placed them on his counters and advertised them at 19 cents each. Of course, this was rather a poser for the store which was supposed to have exclusive control of that line, and its management wrote to the publisher stating the facts in the case. The publisher simply told them to buy all of the competitor's books they could at 19 cents each and put them right on their own counters at 25. They did this and very soon managed to exhaust the interloper's supply, forcing him then to buy more books on which to lose six cents each or to discontinue the sale. He discontinued the sale, but not until he had pretty thoroughly discredited his store by advertising books which he did not have in stock in order to discredit the regular authorized agent. In another case this same line of books was used in quite a different way. As in the previous instance, a store competing with that in which the books were placed secured a good number of them in another city and offered them at the regular price, 25 cents. Naturally the concern that thought it had exclusive control of the line appealed to the publisher for protection. The publisher, happening to be in that neighborhood, called on the competitor in order to make some satisfactory adjustment of the difficulty, and was told that if he would arrange an interview between them and the buyer for the store where the books were regularly placed, some understanding might be reached. At this meeting the buyer was told that if he would make a proper adjustment of some matter in which they felt aggrieved, they would willingly

discontinue the sale of the books. The matter was finally arranged in that way. I do not as a rule believe in meddling with the supposedly exclusive lines of other stores, but I think that perhaps in this last instance such a course was fully justified if the grievance was real and there was no other way of adjusting the matter amicably. I think it will most always be found that if the man who has a grievance will state it earnestly and honestly in a business-like way and without losing his temper, he will be met half way in effecting a satisfactory arrangement. But where such a course fails, if what he regards as unfair or an infringement of his rights cannot be remedied in this way, it is quite proper to retaliate if retaliation will bring about the desired result without advertising the other fellow or conveying to the public the impression that he has the better of you in some way.

\* \* \*

If you are running a six-inch double column advertisement, don't use half of it for a lot of introductory talk that is pretty sure to be skipped. Use just enough of it to tell those facts about the goods which will lead your possible customer to want them. Of course, if some unusual circumstances attend this particular sale and a statement of them seems essential, by all means state it fully, but be as brief as possible. People don't care to read a lot of irrelevant stuff in order to find out what you are talking about. And if you get into the habit of printing long-winded introductions you take the risk of having some really important statement skipped by those who have become tired of reading so much in order to get a little information. This is especially true in warm weather, when people will not make the least exertion if it can be avoided.

\* \* \*

On Park Place in this city is a tailor shop which I believe to be a very good one. The proprietors seem to be quite enterprising in the way of advertising, sending

out good matter to selected lists, changing their window and sidewalk case displays frequently and using window cards which are not only well executed but also bear evidence of considerable thought. Almost everything they print or say seems genuinely cordial and creates a favorable impression. But they are now displaying quite prominently in their window a card which in my judgment will do a great deal toward undoing the good work their other cards have done. It reads like this: "Are you a crank? If so, we don't want your trade. A crank is one who don't know what he wants and therefore can't be pleased." The grammatical slip on this card is of small consequence, but the spirit of the whole thing seems so diametrically opposed to that which is shown in all their other cards that I can hardly believe that it emanates from the same source. Many a man will frankly acknowledge to himself and perhaps to his tailor that he is a crank on the subject of clothes and doesn't really know what he wants; but that man is going to buy clothes somewhere, and the tailor who makes an earnest effort to please him is sooner or later going to succeed in doing so and clinch the trade of the crank forever after. A crank may be hard to please, but he knows when he is pleased as well as anybody; and in ninety-nine cases out of a hundred will show that appreciation in the practical way that is profitable to the one who finds out what he wants and an agreeable way of supplying it. If I were in the tailoring business I think I would make a bid for the trade of the crank; I would tell him how successfully I had served other cranks—in fact, that it was because of my success in this respect that I really enjoyed waiting on people who were inclined to be cranky and not to know what they wanted. I certainly would not place in my window a card bearing the admission that I so frequently found people whom I could not please that it seemed necessary to warn away any who did not know just what they

wanted. Of course, this card was not intended as such an admission, but that is just about what it amounts to.

\* \* \*

The other day while passing one of the largest retail book concerns in New York, I was attracted by a window card which read something like this: "Any book in this row fifty cents." While it did not seem to me that any of the books were special values at this price, so far as I could judge from the cheap and decidedly unattractive paper covers with which the cloth bindings were protected, I happened to see a title which I wished to add to my library and stepped inside to examine the book. On removing the sombre-hued paper cover I saw a really handsome book, nicely bound in red cloth and very prettily ornamented in gold. It was a book that might easily sell in the regular way at from one dollar to a dollar and a half and was certainly unusual value at fifty cents. And this brings me up to the point I wish to make, which is that in displaying books, whether at a regular or a special price, it is highly important to give the binding a chance to do its share of the selling by removing temporarily the cheap outer covering which, while it serves to protect the binding, serves also to hide that which often of itself effects sales. The experienced bookseller understands the selling value of an attractive binding and knows that very often such a binding will sell a book when the purchaser has not the remotest idea of the character of its contents, simply buying it because it is a handsome book. Of course this applies more especially to window displays where the possible purchaser is unable to pick up the book and find out for himself what is under the paper cover; but it also applies to displays inside the store where a bright, attractive binding might catch the eye of one who likes such things, from way across the store. It is certain that these outer covers often deter people from buying unless it be a book whose title

they are familiar with and which they are really anxious to read. On the other hand, if, by any chance, the outer cover is more attractive than the permanent binding—which very rarely, if ever, happens—by all means allow it to remain on the book at all times.

\* \* \*

A great many merchants run behind and eventually fail or give up business altogether because in fixing prices on their goods they do not carefully and accurately compute the costs of doing business. Many of them know in a general way about what percentage of their gross sales must go to cover the various costs of selling before they can realize any profit. But I believe the tendency is to underestimate such costs, and therefore they should be figured out as accurately as possible in every case. Perhaps if you have not been in the habit of getting at such things exactly, you will find the easiest way to arrive at a correct result by going back over your previous year's business and making a total of all expenses such as rent, lighting and heating, insurance, interest, salaries, freights, repairs, etc., comparing this total with the gross amount of business done in order to get at just how much it costs you on the average to sell a dollar's worth of goods. Of course, there are other things to be taken into account, such as the deterioration in value of goods, fixtures, etc., and the profit and loss account. When you have gotten at these things accurately, you will know what your net profits are and about how much you must add to the cost of your goods as invoiced to you in order to cover the cost of selling and realize a satisfactory profit. You may discover, in going over your business as I have suggested, that your gross business and your gross expenses do not bear a proper relation to each other and that if you were to continue on your present basis, you must either charge higher prices for your goods than competitors charge for similar goods, or run steadily behind, in either case soon

reaching the end of your rope. If you are doing all the business you can, you must find a way of reducing your expenses so that you can meet competition in prices and make a profit that will warrant your continuance in business. But if, on the other hand, it seems likely that by more aggressive methods, such as the introduction of special sales, a more liberal policy in business methods, wider advertising, etc., these are the things to do by all means. If you are not commanding your fair share of the business of your town, force it by such modern methods as I have mentioned, and do not hesitate to increase expenses in order to attain this end, even though you are now at a standstill or are running behind. The first thing the average merchant thinks of when he discovers a deficit is to slash expenses right and left without regard for the consequences. He cuts down his advertising, the number and efficiency of his selling force by discharging good help or by replacing it with cheap and inexperienced persons. He buys so sparingly as to frequently be out of things that he should always have in stock, and retrenches at every point. This is suicidal. In his attempts to place himself on a firmer business basis he weakens or destroys the foundation of that business instead of strengthening and building up. He not only puts his business in such a position that he cannot hope to increase it, but actually makes it impossible to hold the business he already has. There are many cases, to be sure, where retrenchment is necessary, but let it be done gradually and with judgment. The general who is fighting against what he feels to be a superior force does not retreat precipitately and to a great distance unless that force proves overwhelming and he is utterly routed. He goes back a little way at a time, seeking to hold all he can of the ground he has previously gained, strengthening his position at his most vulnerable points and watching for a chance to regain lost ground and perhaps victory through a bold sally or a gradual advance. Business is war

and much the same tactics must be employed whether the battle be with the forces of expense or those of competition.

\* \* \*

As a rule it is not wise to buy here, there and everywhere. It is much better and much more profitable in the end to form agreeable business relations with one or two representative houses in each line that seem disposed to treat you honestly and fairly in every case. If you do this and are fairly prompt pay, you will often be able to get price concessions and other valuable favors which you could not possibly secure if you were trading with a great many concerns and buying but little of each. If you follow the policy I have outlined above, many tempting prices will be quoted you in order to secure your trade; and it may be well enough sometimes to take advantage of such offers or to use such quotations, unless they are given in confidence, to secure lower prices from the house with which you deal regularly. While there is little or no sentiment in business, a house with which you have dealt for a long time is bound to show you some favors not only as a matter of business courtesy but in order to hold your trade for which it knows other concerns will bid. And then in the matter of extending credit; if the concern you patronize largely is asked for a little more time in which to meet payments, it will feel bound, in view of the fact that it has for a long time had the bulk of your trade and your prompt payments, to grant you such a favor or to accept notes in lieu of cash ordinarily required. There are many other ways in which a concern will feel inclined to favor you if you have favored it continually with the greater part of your purchases in its line. Of course, there are some advantages in buying here, there and everywhere, but I believe that under ordinary conditions they are very greatly outweighed by the other policy, entirely aside from the saving which is effected in having fewer purchase accounts to watch and take care of.

# Andrew Carnegie's Immense Wealth

was made right here in Pittsburgh. But he didn't get it all—no, he didn't get a hundredth part of the money that is to be picked up in this Smoky City.

## THE PITTSBURGH Chronicle Telegraph

is the medium through which many firms are accumulating money. It's the most effective evening medium in Pittsburgh—not excelled by any paper in the United States. The strongest assertion possible as to the merits of the CHRONICLE TELEGRAPH is not strong enough to tell half the truth.

Why does the CHRONICLE TELEGRAPH carry more advertising than any other evening paper between New York and Chicago? Simply because the CHRONICLE TELEGRAPH is recognized all over the United States as one of the greatest harvesters of paying results.

**THE S. C. BECKWITH SPECIAL AGENCY,**  
*Sole Agents Foreign Advertising,*

43-44-45-47-48-49 Tribune Bldg., New York.

469 The Rookery, Chicago.

# I Lose No Sleep

"I believe that this is an age of discounts, and we are not troubled nearly as much nowadays about selling leather on long time as we formerly were. It is a much more satisfactory way of doing business, and you know when you sell large firms on four months' time, shipping a certain amount every week, it does not take a great while until the account runs up to \$25,000 or \$30,000, and you know this amount is very hard for many firms to carry, and it has a tendency to cause one to lie awake o' nights, and not get the right sleep necessary to his nervous temperament."

The above remarks were made by a leading tanner, and although similar conditions exist in the ink trade, you could not pay an ink man to admit same. For nearly eight years I have been proclaiming the advantages of paying cash in advance, and although the credit ink men poke all sorts of fun at my arguments, and call my goods "cheap refuse," I have induced eight thousand customers to send me eighty thousand orders. I am the only ink man that ever issued a net price list and had the moral courage to stand by it. I also enjoy the distinction of being the only ink man to refuse orders from concerns owning dollars to my pennies, simply because they would not pay in advance. It is not a question of credit or rating, only I will not vary from the rule. When my goods are not found satisfactory I cheerfully refund the money, also the transportation charges. Send for my price list. Address

**PRINTERS INK JONSON,**

17 Spruce St.   -   -   -   -   -   -   New York.

## THE AMOUNT OF ADVERTISING IN The Philadelphia Inquirer

**DURING THE MONTH OF JULY, 1901**



**A S** exceeded by only one newspaper in the entire United States, as is demonstrated in the following statement, showing the name of the newspaper carrying the greatest number of lines of advertising in each of the principal cities, with the total number of lines printed in each during that time. It will be interesting to the advertiser to note the prominent newspapers that The Inquirer has steadily forged ahead of, until it now stands within only a thousand lines of the top of the list.

### *Statement of Advertising in the Leading Newspapers During the Month of July, 1901,*

THE DAILY NEWS, Chicago, Ill. . . . .	466,644 lines
THE INQUIRER, Philadelphia, Pa. . . . .	465,600 lines
THE DAILY EAGLE, Brooklyn, N. Y. . . . .	449,655 lines
THE WORLD, New York City. . . . .	442,656 lines
THE TRIBUNE, Chicago, Ill. . . . .	413,310 lines
THE RECORD, Philadelphia, Pa. . . . .	392,409 lines
THE EXAMINER, San Francisco, Cal. . . . .	358,800 lines
THE GLOBE, Boston, Mass. . . . .	342,870 lines
THE JOURNAL, Minneapolis, Minn. . . . .	265,530 lines
DISPATCH, St. Paul . . . . .	259,248 lines
PLAIN DEALER, Cleveland, O. . . . .	246,150 lines



These figures in almost every instance are furnished by the newspaper itself and therefore are officially correct.

Another remarkable fact in connection with The Inquirer's showing is that no "special number" or other forms of special advertising were printed during the month. This is convincing evidence that The Inquirer is one of the very best advertising mediums in the United States. The volume of advertisements printed proves this, and the most thorough investigation of comparative circulations throughout Pennsylvania and surrounding states brings ever-increasing proof that **the Circulation of The Philadelphia Inquirer is Greater by Many Thousands** than that of any other newspaper in Pennsylvania.

**Average Circulation During 1900, Copies Daily, 170,905**

**Average Circulation During 1900, Copies Sunday, 168,325**

Advertisements in THE INQUIRER Always Bring Positive Results.

**The Philadelphia Inquirer, 110 1/2 Market St., Phila., Pa.**

NEW YORK OFFICE, Nos. 86-87 Tribune Building  
CHICAGO OFFICE, 308 Stock Exchange Building